

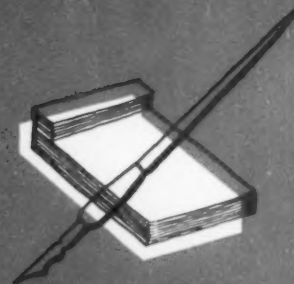
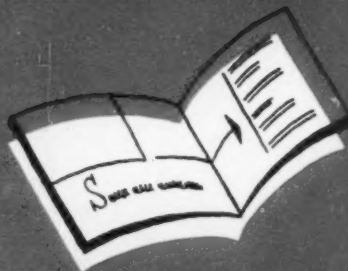
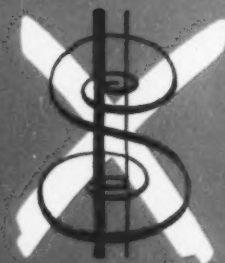
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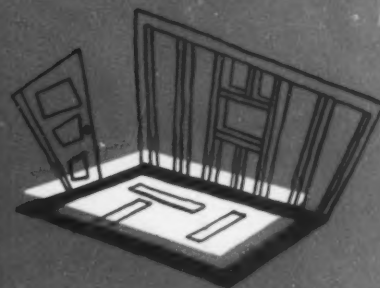
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IDEA BOOK ISSUE



Designed WITH A LONG VIEW—INSIDE AND OUT



Albert Kennerly, Architect

The picture windows in this kitchen face on scenic beauty that extends for miles. The specifications, which read "Sinks and Counter Tops $\frac{1}{16}$ " Formica on water-proof plywood," provided the "long view" inside.

That qualifying phrase "or equal" is seldom associated with Beauty Bonded Formica. For beauty, for durability, for range of color and pattern selection, Formica is in a class alone.

If years and years of carefree use with no maintenance cost is the aim—the long view calls for genuine Formica.



For complete FORMICA information see Sweet's ^{14A}FO or write

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"We're calling to hear what you think of the G-E Kitchen-Laundry, Mrs. Engle," says one of the Paschal brothers. "We want to know whether you are still as enthusiastic about G-E equipment as you were the day you signed up for the house."

"So glad you dropped by. I'll be glad to give you my reactions," says Mrs. Engle.



"I used to cook with gas, Mr. Paschal, so I feel I can't praise my General Electric Range enough. It's so very much cleaner, and there's no odor from the units. Not only does it cook fast, but the oven is cool even in the middle of summer."



"I wash just about every day of the week, but it takes no time to speak of because I just put the clothes in my G-E Washer and G-E Dryer and they come out so fluffy and smell oh-so-good. Mr. Paschal, I want you to know that I'm sincerely pleased with my G-E equipped home!"

"There is no question in my mind but that the G-E Kitchen-Laundry is one of the *best* selling features a builder can put in his houses.

"These are two reasons why I chose General Electric. The first being their leading national acceptance and the second because they could

furnish all the appliances to make up a kitchen and laundry under one brand name. Thanks for helping us sell our houses!"

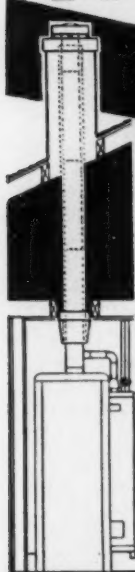
Wouldn't it be a good idea for *you* to get in touch with your G-E distributor, or to write to G. E. now? General Electric, Co., Louisville 2, Ky.

GENERAL ELECTRIC



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Chimney"

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ALL FUELS

FOR ONE OR TWO STORY BUILDINGS

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LIGHTWEIGHT—only 10 to 15 lbs. per ft. Installs easily and quickly in less than an hour. The chimney is mounted between ceiling joists, directly over heating unit, saving valuable floor space.

Vitroliner is designed to fit the individual roof pitch, with a **TAILOR-MADE** roof flashing and flue housing—no cutting or fitting is required on the job!

In two-story construction (TYPE "L") the flue can be boxed in a corner of a room, closet or bath room.

Quality-built for long life—time tested for over 10 years and proven successful. Nationally accepted by large project home builders and single contractors. Accepted by F.H.A. and listed by Underwriters Laboratories for ALL fuels.

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CONDENSATION

ENGINEERING CORPORATION

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The Law Says

By **GEORGE F. ANDERSON**

A LIABILITY bond will not protect you if you contemplate committing a tort, or perhaps a "possible" tort, because a bond to protect one against the commission of a tort is an illegal contract. A situation like that would be present if you managed a building, and there was a tenant who had vacated an apartment, and the owner told you to enter the apartment, and remove the furniture, putting them in storage, all without a forcible entry and detainer suit. You would say to the owner, "If I'm going to do that I want a Surety Company Bond to protect me." He gets you the bond and you feel secure and go ahead. The bond would not protect you, and you couldn't hold the owner because you were a joint tort feaser, and there is no contribution between joint tortfeasors. The Surety Company might write such a bond knowing that it would not be liable under the same. This is a warning against accepting a Surety Company Bond without stopping to think whether it will protect you or not, and against the feeling that if I get a Surety Company Bond I'm alright.

A BUILDING was listed for sale with a broker. The broker found a buyer, and drafted a contract. The buyer and the seller met in the broker's office, and submitted the contract. They were both satisfied with it, but the buyer said, "we don't need any contract. We are members of the same Church, and we do business on our honor. If you want us to sign it, we'll sign it as a matter of form, but with the understanding that we are not legally bound, but are bound by our conscience, which is stronger than the law." With that understanding the contract was signed. Two weeks later the seller got a better offer for the building, and accepted it, closing the deal. You should have heard the subtle way he got around his conscience. I don't think the contract was binding. A contract is not binding unless it is intended to be binding.

SOMETIMES a joke involves an interesting problem of law. There's the joke about the fellow who went into a restaurant and ordered a dish called "Half Hare and Half Cow." When he got it he said to the waiter, "there doesn't seem to be much hare in this dish." The waiter said "it contains just exactly what the menu says. It's made of a half of one hare and a half of one cow." That would be quite a literal interpretation of the language, but courts do not give language a "literal" interpretation. It gives it a "reasonable" interpretation. It interprets it according to the reasonable expectation of the customer, and I think the reasonable expectation of a customer would be that half of the meat, in the order, was hare and half of it was cow. I hate to spoil a story, but it's a lousy one and should be spoiled.

IN mailing a contract to a seller or a buyer, never say that "it must be accepted by return mail." Nobody knows exactly what this means, and there has been a lot of litigation about it. And don't be too polite and use language like, "I shall esteem it a favor if I hear from you within three days." There is another objection to this language and that is three days from when? From the date of the letter or from the

(Please turn to page 18)

Hide-away Laundry makes Kitchen do Double Duty

Here's an idea to help you get double value out of kitchen floor space. Combine kitchen and laundry in the same room—yet completely separate the two activities by using sliding doors decoratively faced with MICARTA® to conceal Laundromat® clothes washer, electric clothes dryer and electric water heater. This “room within a room” helps reduce your building costs, still giving the homemaker a separation of the kitchen and laundry. Planning is important. With today's high building costs, builders are looking for new ways to better utilize the space at hand. To help you make the best use of available space, the Westinghouse Better Homes Bureau has prepared a new book, “Electrical Living Homes . . . A Guide to Planning for Designers and Builders”. Mail the coupon today for your free copy.

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Place and Company home, Twickenham Hills, South Bend, Indiana

KITCHEN MAID *Kitchens* *Sell Houses!* FOR LEADING INDIANA BUILDER

Place and Company, prominent Indiana builder, is a pioneer in low and medium-price quality homes, and has been frequently cited nationally for its skillful and successful practices. Place homes range in price from \$9,995 to \$40,000.

One of Place's newer projects is McKinley Terrace, a rolling tract in South Bend where 800 medium-price homes will be erected. As in previous Place developments, Kitchen Maid cabinets of wood will be used in McKinley Terrace houses.

"We have found", states A. S. Place, secretary-treasurer, "that Kitchen Maid cabinets are known and valued by the public. They definitely help to sell our houses. In our experience Kitchen Maid cabinets are less costly because they stand up better".

Wise builders know that the kitchen is one of the most important selling features of a house. When it is Kitchen Maid, sales problems are greatly simplified. Choose Kitchen Maid for the houses you plan or build. See your dealer soon. Consult Sweet's Catalog file.



Typical Kitchen Maid kitchen as used in a lower priced home of Place and Company.

Aerial view of River Ridge, an early Place and Company development in South Bend.

KITCHEN MAID

FIRST AND BEST IN
KITCHENS

-
- THE KITCHEN MAID CORPORATION, 726 Snowden Street, Andrews, Ind.
 - Please send new booklet containing 10 practical kitchens with details of the complete Kitchen Maid line. I am an ☐ Architect, ☐ Builder, ☐ Dealer.
-

Name

Address

.....

The Law Says

(Continued from page 14)

receipt of the letter. How easy it is to say, "an acceptance of this offer must be in my hand on or before June 9, 1952."

A MAN signed a contract to buy a building for all cash. He assigned the contract to Will Sharpe, and wrote to the seller informing him of the assignment, and saying, "this lets me out of it, and you will look to Mr. Sharpe for the performance of the contract." The seller had received a better offer for the building, and was looking for a loophole to get out of the contract, and I think this gave it to him. A buyer for all cash has a right to assign a contract to buy real estate, but if the assignment is accompanied by a repudiation of the contract it is generally considered a breach. I think the buyer's letter amounted to a repudiation. See *Grismore on Contracts*, s. 246.

THE C.M.B.A. form of Trust Deed gives the mortgagee authority to settle all fire losses. This may not be so good for the owner because he could probably drive a harder bargain himself and he would have a greater incentive to do so.

In the absence of such a provision in the trust deed the mortgagee has no such authority and the mortgagor is not bound by any settlement made by mortgagee without mortgagor's consent. *Montello vs. Manhattan F. & M. Ins. Co.* 294 N.Y.S. 1015.

IF I sell you a building, the minute I hand you a deed the title passes to you. Should there be a fire after that I could not recover on the fire insurance policies, because I have no interest in the real estate. You could not recover because the company has not yet consented to the assignments.

This is not so when a deed is deposited in escrow. When a deed is deposited in escrow title does not pass until the conditions upon which the escrow is based have been fulfilled. *Pomeroy vs. Aetna Insurance Co.* 86 Kan. 214.

Since one cannot tell the exact time when these conditions will be fulfilled it is advisable for the buyer to get a binder protecting him until the assignments have been sent in and consented to.

IF I give you an exclusive on my property "at such price as may be agreed upon," the exclusive is probably void on account of uncertainty, the "price" being such an essential party of the transaction. But if I give you an exclusive, stating the price, but "on such terms as may be agreed upon," it is probably good, because the "terms" are not such an essential part of the transaction. *Morris vs. Ballard*, 1926, 56 App. D. C. 383, 16 Fed. (2d) 170, 49 A.L.R. 1461. Sometimes it is difficult to distinguish between an "essential" provision, and a "minor" provision, and there is a considerable difference of opinion in the decisions as this interpretation.

IF you hold a mortgage, don't lend the owner any money with which to pay the taxes. Pay them yourself, if necessary, and in your own name. The usual form of Trust Deed gives you the authority to do this, and the Statute gives you the same authority, and the payments are secured by the Trust Deed. But it is doubtful if they are secured by the Trust Deed if you "lend" the money to the owner, even if he uses the money to pay the taxes. I would also emphasize that the taxes should be paid in your name, although this may not be essential if you actually pay the same.

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Industry Spotlight

Washington, D. C. — Regulation X has been modified but not lifted as the nation's builders had hoped. The pace for a million houses this year has already been set, and builders expect the easier downpayments to add only a few houses to this goal. On the other hand, the new rules should make houses much easier to sell.

The Federal Reserve Board gave the biggest break to veterans buying homes costing less than \$7,000 — no downpayment at all is required. For non-veteran buyers of homes in this price range, the downpayments were sliced in half. As the selling price increases, the gap between new and old requirements diminishes. The following table shows the comparison between the new and old regulations:

Value	New Regulations		Old Regulations	
	Non-Veterans	Veterans	Non-Veterans	Veterans
\$ 5,000	\$ 250	0	500	200
6,000	300	0	600	240
7,000	350	0	700	280
8,000	950	250	1,200	480
9,000	1,200	480	1,350	540
10,000	1,450	580	1,500	600
11,000	1,900	740	2,200	800
12,000	2,350	900	2,400	960
13,000	2,800	1,450	3,000	1,790
14,000	3,250	2,000	3,600	2,620
15,000	3,700	2,550	4,200	3,450
16,000	4,250	3,100	5,000	4,200
17,000	4,800	3,670	5,800	4,950
18,000	5,350	4,240	6,600	5,700
19,000	5,900	4,810	7,400	6,450
20,000	6,450	5,380	8,200	7,200
21,000	7,000	5,950	9,100	8,050
22,000	7,750	6,650	10,000	8,900
23,000	8,500	7,350	10,900	9,750
24,000	9,250	8,050	11,800	10,600
25,000	10,000	8,750		

For houses costing more than \$25,000 the new rules require 40% as the minimum downpayment for non-vets and 35% for veterans. The old regulations fixed 50% as the minimum for non-vets and 45% for veterans on houses costing more than \$24,500.

The new controls apply to all houses purchased with a Veterans Administration or a Federal Housing Administration mortgage regardless of the age of the house. When the purchase involves only a private mortgage, the new rules apply only to houses built since August 3, 1950 — and not to older houses.

With one exception, time limits for paying off mortgage credits were not changed. On houses costing less than \$12,000, the maximum period remains 25 years, and on higher priced properties it stays at 20 years. The exception is for cases where the Veterans Administration decides that these terms would cause hardship, whereupon longer terms may be granted.

By an overwhelming majority, the Los Angeles Public Housing Program was voted down by the citizens in a referendum on June 3. This is a decisive, significant victory for champions of private housing and free enterprise. It shows that when the facts are made known to the people, they will reject the socialized housing bugaboo.

This is your IDEA BOOK . . . the first in a line of annual editions.

It comes at a time when you . . . the men who build, manage, and merchandise the nation's homes . . . are beset with a variety of problems. Little cost relief is in sight and financing still is scarce, so new ways must be found to trim dollars off your product, yet retain its quality. Buyers are educated to tomorrow's houses at yesterday's prices, so merchandising programs must be revitalized. Cost increases, rent control and competition from new building continue to add pressure to rental property operations, so management techniques must be sharpened.

The IDEA BOOK is designed from beginning to end to supply you with the most practical and successful ideas to meet these housing problems. On the following pages you will find these methods and techniques described in capsule form for easy reading and quick reference. They have been divided into five principal sections — star sales-making features, merchandising and promotion, cost-saving construction, management and maintenance, and prefabricated home ideas.

The IDEA BOOK is the result of exhaustive research, thousands of surveys and interviews with our readers — real estate and building executives throughout the nation. And therein lies its value, for it represents what works best on the firing line.

We hope you find it of value.

Bob Fawcett

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STAR SALES-MAKING FEATURES

WHAT makes one project of homes sell like hotcakes while another development down the road stands vacant? What makes people stop and take a second look? What are the features besides the basic appeals of location, design, and price that make a prospect put his name on the dotted line? We asked JOURNAL readers — thousands of real estate builders all over the country — to give us the answers. Here is a tabulation of their votes . . . the products, materials, equipment they say put the SELL into their houses. There was a wide range of ideas — 146 features were named as prospect-pullers. But 20 features stood out above all the rest. You'll find them described on the following pages. They are the TOP TWENTY SALES-MAKERS of today's homes. Use these as a check list for your own project to be sure you hit the sales bullseye.

- 1— Kitchen Cabinets
- 2— Tiled Bathrooms
- 3— Color Styling
- 4— Abundant Storage Space
- 5— Garbage Disposer, Dishwasher
- 6— Flush Doors
- 7— Sliding Doors on Closets
- 8— Picture Windows
- 9— Built-ins
- 10— Dining Space in Kitchen
- 11— Forced-air Heating
- 12— Quality Bathroom Fixtures
- 13— Oak Floors
- 14— Plastic Countertops
- 15— Colored Bathroom Fixtures
- 16— Door Chimes
- 17— Wood Paneling
- 18— Ventilating Fans
- 19— Disappearing Stairways
- 20— Good Lighting



Kitchen cabinets in homes of G. A. Mezger, Roslyn New York, win hearty approval of prospects. Wall cabinets have sliding doors of fluted glass. Note tall cabinet at left for ironing board. Prospects also like plastic-topped breakfast bar

STAR SALES-MAKER NO. 1

★ KITCHEN CABINETS

KITCHEN cabinets — the most prominent equipment in the room where builders say the most sales are made — grab the honors as *Star Sales-Maker No. 1*. A majority of builders surveyed buy their kitchen cabinets from manufacturers. The balance build their own, buy from a local mill, or do all three. (See pages 9, 18.)

Builders say kitchen cabinets attract the most attention because they offer a concentration of conveniences for the housewife. Today's cabinets are precision built to utilize every inch of space and provide maximum working comfort. They have such eye-catching features as partitioned compartments for utensils and silverware, aluminum drawers, cutting blocks, vegetable and flour bins, sliding tables, condiment racks, spring-action doors, soiled linen units, fluorescent light mountings, tea carts that slide out from beneath cabinets. Every type of base and wall cabinet is available, even in a variety of colors.



Quality kitchen cabinets with abundant conveniences "definitely help sell" the homes of Place and Company, South Bend, says A. S. Place. Shown above is typical kitchen in one of company's lower-priced homes. Place builds in \$9,995 to \$40,000 range, is now developing 800-home McKinley Terrace



Builder James Albert, Miami, says kitchen cabinets with plastic countertops are the outstanding sales feature to buyers of his homes. He calls attention to the feature in newspaper advertising and brochures given to prospects. Even divider dish cabinet between dinette and kitchen is an attention-getter

Mrs. R. B. Butler, Tulsa realtor-builder, says the main feature in her built-for-sale homes is the "Personality Kitchen." She says the cabinets with built-in features are personally planned for each home and that only nationally advertised brands, suitable for luxury-type homes, are used

Corridor-type kitchens in homes of Arnold Hartmann, Boston, are equipped with abundant kitchen cabinets which have spring-action doors. Hartmann kitchens also include such features as dishwasher, refrigerator, range, plastic countertops, folding door — all designed for maximum sales appeal





Attractive color of quality tile contrasting with wallpaper are used by J. C. Nick Company, Kansas City, to attract prospects. Other unusual features are jalousie windows and single piece, plastic-covered dressing table with built-in sink. (Above left)

Bathrooms in houses built by W. D. Smith, Charleston, are large, tiled in handsome colors, and equipped with quality fixtures and such extras as individual wall heating cabinets, enclosed space beneath lavatory for towels

Bathroom in Utah's Centennial Home, built in Salt Lake City by Elbert Adams and A. P. Neilson, drew oh's and ah's from prospects. Clay tile was used on floor, walls, cabinet tops. Flush lighting, glass block, and a flush door also attracted prospects

AS ONE BUILDER puts it, "Tiled bathrooms symbolize quality. Other builders agree, for they voted tiled bathrooms their second most important sales feature. It's especially important, they say, because the bathroom attracts more prospect attention than any other room besides the kitchen.

Reasons given by builders for the high rating of tiled bathrooms are decorative qualities, ease of maintenance, and durability. Builders also mention to prospects like the fact that tile is impervious to water and has certain sound-absorption qualities. Votes were scattered among the various kinds of tile, ceramic getting the most mentions and plastic tile, especially popular in less expensive houses, running a close second. Many builders say they let prospects choose their own tile colors out of the wide variety offered by manufacturers — an important selling point.

STAR SALES-MAKER NO. 2

★ TILED BATHROOMS

STAR SALES-MAKER NO. 3

★ COLOR STYLING

COLOR is playing an increasingly important part in marketing today's houses. Builders say they can avoid monotony, add individuality to homes in a project with good choice of exterior and interior colors. More and more builders are employing color consultants or are using the color services offered by manufacturers.

Not only paint or wallpaper, but such exterior materials as roofing, siding, stone are being used to give color appeal to houses. And here again, builders give the "custom-built" idea to prospects by letting them make their own color selections. Also important, builders say, are the illusions that can be created through correct color styling. Builders explain that they are using an ever-widening range of colors to win the most prospect appeal.



Scenic wallpaper combined with dadoing is popular with prospects of Whitmor Homebuilders, Inc., Tulsa. Emphasis is put on color styling, pointed up in colored photos in brochures and the use of placards in demonstration houses



More builders are using professional color consultants, find that by using cool colors, for example, they can make a room look larger, as above. Exterior colors should be planned to contrast or harmonize, and not clash with adjoining house

Builder D. A. Belfoy, Tacoma, has found that buyers are becoming more "choosy," says that he draws discriminating prospects in with attractive architectural design and complete color planning for both interior and exterior





Partition between living room and kitchen serves as extra storage space in this home by Phillips Properties in Orlando. Unit on left has bookcase above, cabinet below. Prospects are especially attracted to pass-through in cabinet unit on right

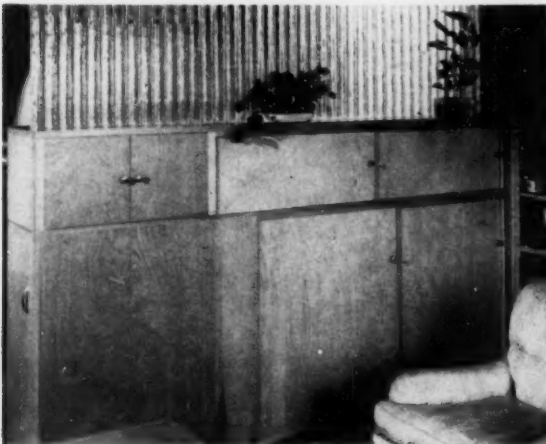
STAR SALES-MAKER NO. 4

★ ABUNDANT STORAGE SPACE

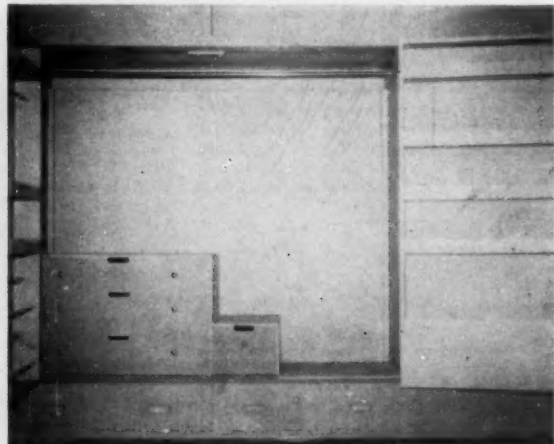
HOME buyers want space to store all the gadgets of today's living, and builders are trying more and more to provide that space. One builder advertises "Closets . . . closets . . . closets!" and it helps him sell.

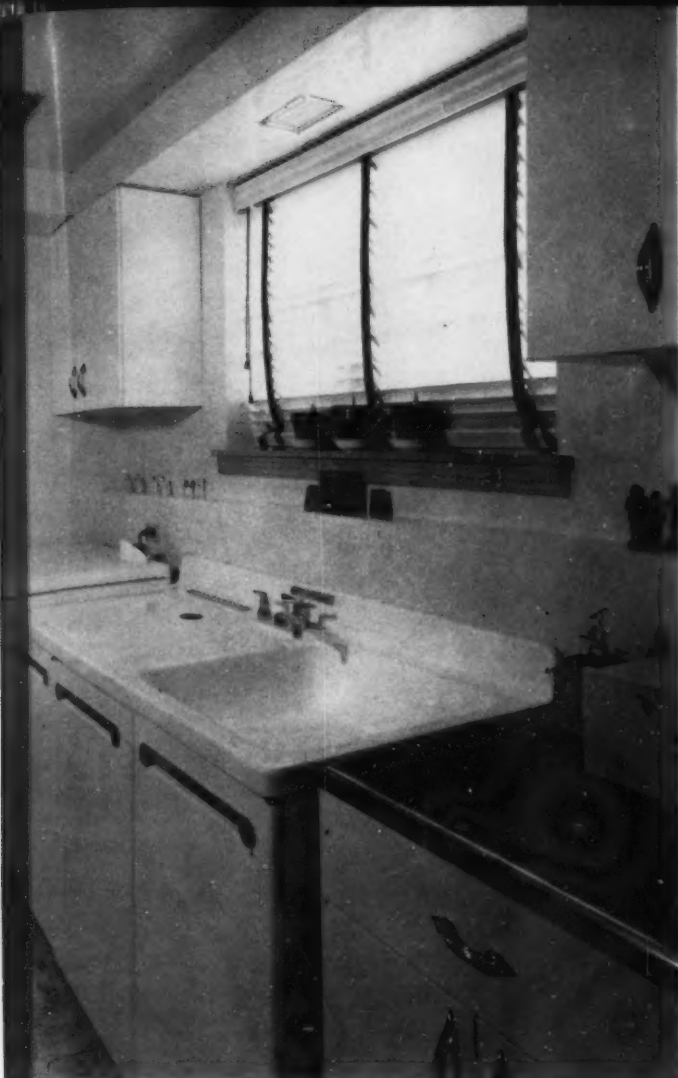
The rule of thumb that most builders are going by is to provide closets in each room and hallway. But home buyers are attracted to the houses that have more than that — room for the extras such as luggage, children's vehicles, out-of-season clothing, summer furniture. To provide it, builders are adding to the size of garages, utilizing space under stairways, making attic storage more accessible.

This decorative unit serves a double purpose — divides room and provides storage. Cabinet at left end stores card tables, top drawers open up to a pull-out writing table. Fluted glass and planting shelf add to attractiveness



Every inch of closet space is put to work in the master bedrooms of homes built by W. D. Smith, Charleston. Note the built-in drawers for clothes and shoes, space sized for suits and dresses, storage shelves on doors, closets above





Preferred Realty & Builders, Chicago, finds dishwashers and garbage disposers are big attention-getters. Company also includes automatic laundries in their built-for-sale houses



A number of sales features can be seen in this kitchen of a home built by Newell & Daniel, Inc., Long Island: dishwasher, range, refrigerator, ventilating fan, good lighting, attractive color styling, flush doors



Top-opening dishwasher and disposer in one unit is the type used by W. D. Davis, Charleston. Also included is ventilating fan over range and abundant cabinet space

STAR SALES-MAKER NO. 5

★ GARBAGE DISPOSERS, DISHWASHERS

COMING up fast in the salability poll are garbage disposers and dishwashers — No. 5 by builders' vote. Builders say they add a luxury appeal to a home, make the house seem more fully equipped when it is purchased. Women are attracted by the idea of turning a dial to perform some of the most dreaded household drudgeries.

These two appliances have become the favorite of builders using the packaged mortgage, especially in higher-priced homes. For the past few years builders have been cashing in on the salability of ranges, refrigerators, and automatic laundry equipment with the packaged mortgage. Now, they find that the advantages of the packaged mortgage are enhanced because few of their buyers have a garbage disposer or dishwasher when they purchase. Biggest attraction, builders say, is the streamlined, efficient appearance. (See pages 5, 7, 12, 13, 17.)

★ FLUSH DOORS

FLUSH doors rank as a top sales feature because of their decorative beauty and because they bring expensive hardwoods into the average home. Biggest selling points besides attractiveness are easy maintenance — no panels or corners to collect dust or dirt — and strength. Multi-ply construction of flush doors gives added strength, offers greater resistance to distortion. Builders say that prospects also like this type of door because of its greater flexibility to go with various types of furnishings. Some builders apply mouldings to doors to provide further individuality. (See page 6.)



Builder William Blackfield, San Francisco, styles his sliding doors with attractively grained wood and points out their ease of operation to prospects. Note panel-type design



Sliding units are available in a variety of widths. Prospects like this size because it opens wide to make garments easily accessible and admits light into every corner

★ SLIDING DOORS ON CLOSETS

SLIDING doors on closets win solid approval with prospective home buyers. Floor space is saved outside the closet, making room arrangement simpler. The door units are available to suit each individual's needs. Inside space is arranged to provide maximum storage in a minimum of space and to make all items easily accessible. Doors are either suspended on rollers at the top or rest on a track at the bottom.



Flush doors are used exclusively in the homes of Aldrich Home Builders, Inc., Morton Grove, Illinois. A sliding flush door separates kitchen from living room. Another flush door is used on the coat closet



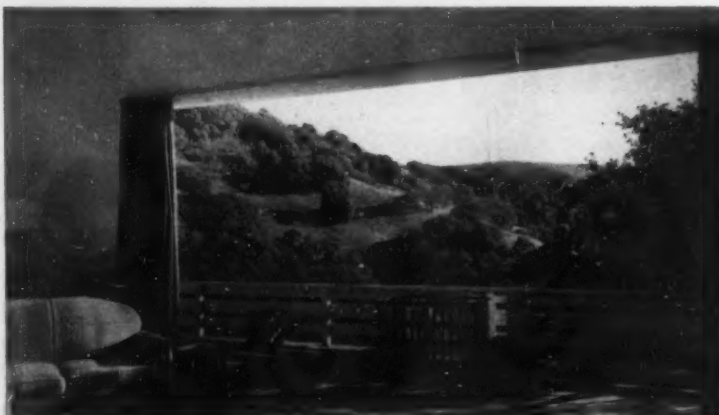
Moulding has been added by the builder to this flush door to give more individual charm. Prospects like this type of door because of flexibility in decorating, ease of maintenance

STAR SALES-MAKER NO. 8

CONTINUING to be a popular sales feature are picture windows, but builders are becoming more cognizant of the need for correct placement. No longer are picture windows popular if they are indiscriminately placed with a poor view. Complete walls of glass are becoming the vogue. Plate glass is used where heat loss and insulation are not so acute. Double panes of glass, usually mounted in rubber with $\frac{1}{4}$ inch of air space in between, provides insulation, minimizes heat loss or gain, and reduces condensation. Also available are triple-pane units where greater insulation is necessary. To provide ventilation, at the same time having a large expanse of glass, window units at side can open or the glass can be made of smaller units, some which are fixed and others which open. (See page 15.)

★ PICTURE WINDOWS

Most homes built for sale aren't endowed with a view such as this, but the builder took maximum advantage of this one by installing a large double glazed pane of glass that permits a panoramic view of the beautiful countryside



Home buyers who like picture windows yet don't want one large uninterrupted area of glass are pleased with this multiple-pane treatment





A built-in swinging bookcase attracts prospects for Pearce and Pearce Construction Company of Buffalo, New York. In one position it seems to be integral with living room wall. In the other position it forms a niche off hallway



Wm. S. James Realty Company of Texarkana features built-in china cabinets in dining rooms of its houses built for sale. The more built-ins you include, the less furniture prospects will need — a powerful selling point

STAR SALES-MAKER NO. 9

★ BUILT-INS

BUILT-INS rate high on the list of star sales-makers because they give the built-for-sale house a custom-built look. Prospects want places to put things, and they want those places to be convenient. They are attracted by book shelves and cabinets in a corner, by telephone niches, television recesses. Built-in furniture will give you more sales ammunition — buyers won't need to spend large sums for furniture just after moving in. Built-ins make housekeeping easier, and they give the house a tidy appearance by providing a place for everything. If mass-produced, built-in features can be inexpensive, yet they will pay big dividends in increased sales.

STAR SALES-MAKER NO. 10

★ DINING SPACE IN KITCHEN

THE trend of the "American family moving back to the kitchen" accentuates the need for larger kitchens — ones in which the families can dine. Also, with fewer dining rooms being built, and living rooms serving a double purpose, housewives want dining space in the kitchen where it is handy. Some builders are using parts of kitchen cabinets to double as eating counters. In others, a nook is partitioned off by a cabinet, or dining space is provided at one end of the room. Drop-down tables can provide dining space in small kitchens. In larger, more expensive homes, many builders are including a dining booth.



Note spacious dining area in M. J. Brock's houses in Los Angeles. There is ample space for eight with table extended

Buyers of Lakewood Plaza homes in Los Angeles are pleased with this dining nook equipped with a plastic topped table



★ FORCED WARM AIR HEATING

BUILDERS cite these sales advantages for forced warm air heating: Prospects like its great flexibility — the furnace can be installed in such out of the way places as the attic, storage closet or utility room, or basement. In slab floors, owners like glazed tile ducts because of their permanence. Controls are fully automatic and respond quickly to the touch of a dial. System cleans, humidifies, and heats circulated air. Registers can be placed high on walls, in the floors, or near baseboards, and they diffuse the air to provide even distribution of heat and to avoid streaking walls. Air in entire house is changed continuously. Blower can circulate air in hot weather. Operating and maintenance costs are relatively low. (See pages 3, 11.)



Plenums in basement installations are overhead and out of the way. Today's furnaces for warm air systems are attractively designed and can be left exposed. Units are more compact than formerly



A combination of quality bathroom fixtures, built-in linen storage, good color styling help sell homes for builder of this house. Nationally-known fixtures attract the most attention of buyers

HOME owners want quality bathroom fixtures and they look for them when selecting their homes, say builders. To increase salability many builders are adding an extra half-bath. Builders report the following features are most important in choosing fixtures — durability, quality, brand, price. Cast iron fixtures are being used in a majority of built-for-sale homes, with china and steel running close behind. Most builders believe it is false economy to save a few dollars by using inferior fixtures. The added sales appeal of quality fixtures more than offsets the slightly higher cost. (See page 19.)

★ QUALITY BATHROOM FIXTURES



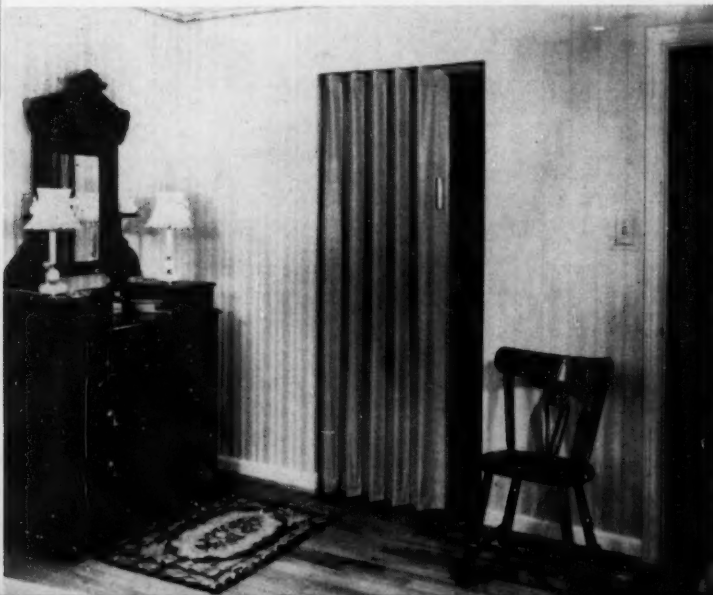
Trend of new home buyers today is to leave much of the oak flooring exposed as in the house pictured here rather than hiding its natural beauty with wall to wall carpeting

STAR SALES-MAKER NO. 13

★ OAK FLOORS

OAK flooring is another symbol of quality, say today's builders. Oak has been used for flooring since the Middle Ages, and in spite of competition from hundreds of modern developments, it ranks high on the list of sales-making features. Builders report many reasons why buyers want oak flooring: It has high resistance to wear, possesses natural beauty, is easy to maintain, can easily be restored to its original appearance after years of wear, has resilience as well as great structural strength, feels comfortable to the feet because of its high insulating value.

Albert E. Thompson of Indianapolis uses oak flooring extensively and finds that folding doors have great sales appeal too



STAR SALES-MAKER NO. 14

★ PLASTIC COUNTER TOPS

HOUSEWIVES want counter tops that can take it, builders tell us. And the modern housewife knows that the new plastic laminated tops will take it. That is why such tops rank well up in the first 20 star sales-makers. Plastic tops retain their original color and beauty. They are stain, mar, and heat resistant. Many of them are impervious to boiling water and highly resistant to cigaret burns, qualities which can easily be demonstrated. Of all these virtues, the favorite among housewives is the fact that the tops can be cleaned merely by wiping with a damp cloth. (See page 2.)



Along with plastic counter tops, the builder of this home cashed in on the added appeal of a built-in cutting board

This plastic counter top in a home built by William Blackfield of San Francisco illustrates the gleaming designs available





Light green fixtures stand out from dark tiled background to make this bathroom a vivid addition to any demonstration house

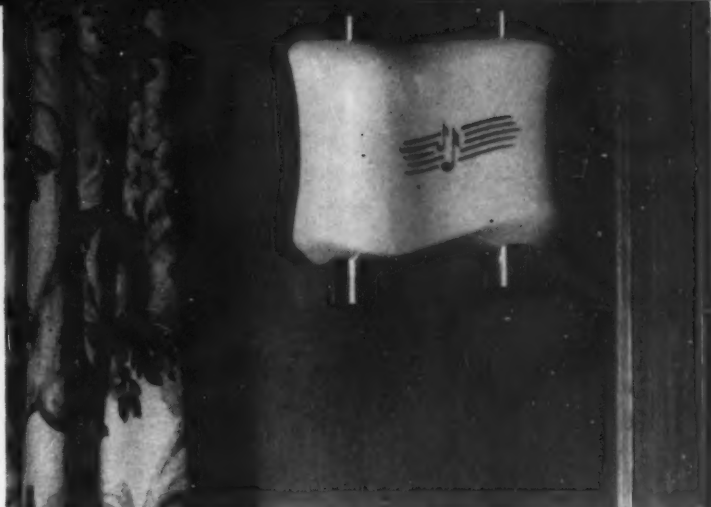
Schroeder Realty Company of Omaha combines the salability of tile baths with colored fixtures in many of their houses



COLORED fixtures in a built-for-sale house tell prospects that the builder has included extras that connote excellence in outfitting and construction. In cost, colored fixtures are about 10% more than white, and many builders say the slight added cost is well worthwhile. Results from a JOURNAL survey show that 44.7% of the operative builders surveyed use colored fixtures. Prospects feel that colored fixtures glamorize the decor of a bathroom. And there are many different shades available to harmonize with the color scheme they choose. (See page 19.)

STAR SALES-MAKER NO. 15

★ COLORED BATHROOM FIXTURES



This type of chime proves most popular with prospects interested in medium-priced homes. It is small yet highly decorative

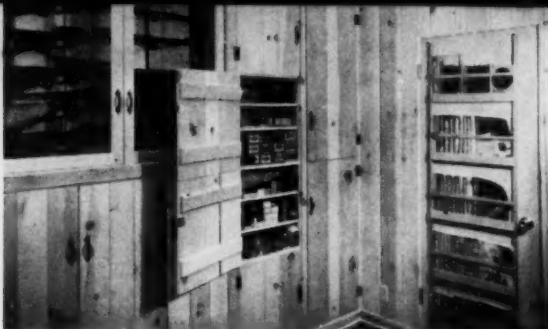
STAR SALES-MAKER NO. 16

★ DOOR CHIMES

A HOME is not complete without a door chime, as one builder puts it. A door chime is one of the least expensive extras in a house, yet it has high sales appeal. Strategically located a door chime can add a decorative touch or even be a focal point for a wall arrangement. A large variety of types and sizes are available, but builders of medium priced homes prefer the small two-tone type that rings twice for the front door and once for the back.

Builders of this home used a door chime in an effective manner to lend interest to bare expanse of wall in upstairs hallway





In Omaha, Schroeder Realty Company panels its dens with knotty pine, which along with the gun rack and lantern fixture lends a rustic atmosphere with great sales appeal. Abundant storage space and built-ins provide more sales appeal.

STAR SALES-MAKER NO. 17



★ WOOD PANELING

EXPENSIVE hardwoods are now within reach of the average home buyer, and builders find that their use increases salability of built-for-sale houses. Used as a wall material, paneling connotes sturdiness and quality. It lends interest to otherwise monotonous walls. Wood paneling is "something different" that attracts buyers, and prospects know that the wood will retain its natural beauty and is easy to keep clean.

The Barkan Organization of East Meadow, New York, uses hardwood plywood on one dining room wall. Prospects like absence of trim around kitchen entrance. Note also the hardwood floors, picture windows, good color styling.

BUILDERS say ventilating fans are potent sales features. To prospects they spell lower cleaning and decorating costs. Housewives are attracted by the way they whisk away greasy cooking vapors, steam, and offensive odors. One builder says he puts one in every kitchen, bath, and attic, and many of his sales result from it. Other advantages builders say prospects like are: neat appearance and easy, quiet operation; they prevent fogged windows and mirrors, steam-streaked walls in bathrooms; they remove tobacco smoke and beverage odors from game rooms; attic types cool the entire house and pull in fresh night air during sleeping hours. (See page 7.)

STAR SALES-MAKER NO. 18

★ VENTILATING FANS



Attic-type ventilating fans are neatly installed in hall ceiling where they can draw air from entire house. When fan is off, shutters close to stop drafts.

STAR SALES-MAKER NO. 19

★ DISAPPEARING STAIRWAYS



Here is a type of disappearing stairway that embodies the features prospects look for — rubber treads, hand rail, ease of operation. Large weights counterbalance weight of stairs. Storage space is easily accessible

AN appealing feature to many homes being built today are disappearing stairways. They provide easy access to the attic without wasting space normally taken up by stairwells. Attic storage can be fully utilized with their use. Prospects look for certain features about them, builders say. Most important are safety and ease of operation. Steps should have rubber treads and there should be a hand rail on the side. Some types are one-piece construction, others fold into place. Counterweights or springs make them easy to operate. (See page 69.)

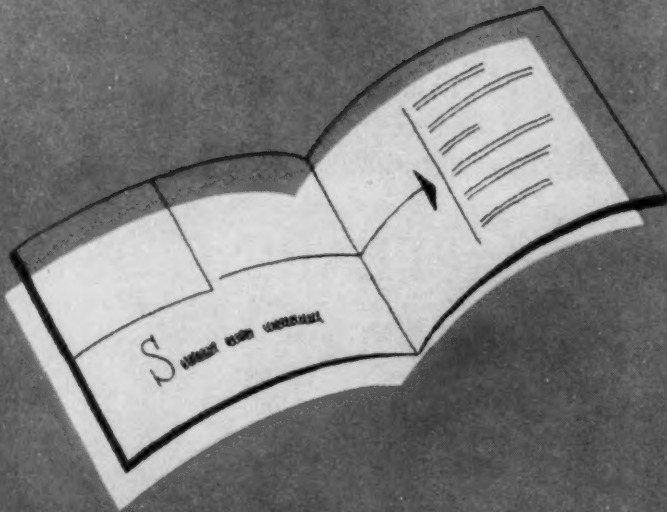
STAR SALES-MAKER NO. 20

★ GOOD LIGHTING

GOOD lighting not only has potent sales value itself, but it can be used to show off other quality features, say builders. Fluorescent lights under wall cabinets in kitchens attract prospects to plastic counter tops. A well-lighted bathroom makes quality fixtures sparkle. Indirect wall lamps play up wood paneling. Cornice lights are vivid crowns for picture windows. Today's home seekers are light conscious, and good lighting is high on their check lists when they inspect new homes.

Cove lighting adds drama to this natural wood paneling and draws attention to the natural wood plank and beam ceiling in a model house by Builder William Blackfield, San Francisco





MERCHANDISING & PROMOTION IDEAS

DEMAND for homes is just as great today as it was in the market of the immediate post-war years. But mounting prices and stricter credit requirements, even with the latest relaxation of Regulation X, have made home prospects more reticent and have put a re-emphasis on sales ability. Today's real estate executive must be abreast of the latest advertising, promotion, selling, and listing techniques to keep pace with this selective market. On the following pages you will find the best ways of merchandising today's homes, gathered by JOURNAL editors from leading real estate men throughout the nation. The ideas have been separated by headings to fit every phase of your merchandising program . . . from selling your way of doing business to training your sales force.

Demonstration Houses



ALMOST any real estate builder who has had experience with model homes is likely to wax eloquent about their power to draw crowds and sell houses — but he is likely to add a warning too. There is a definite technique to this model-home business. It's a flexible technique, adaptable to people and circumstances; it can be varied and improved to fit the objectives of individual sales organizations. But it should be carefully studied, worked out in detail before you fling wide the doors of your "ideal home."

Perhaps the first problem to ponder is the matter of furnishing the model — Should you do it or not? Most builders say yes — furniture adds warmth and personality, furniture gives the buyer an effect of livability and comfort. Some say no — too much expense and trouble, it causes crowding, diverts attention from construction details. Investigation shows, however, that there is a distinct increase in the trend toward furnishing.

How about landscaping? . . . The grounds should definitely be landscaped in order to keep the house from looking stark. The first impression that the visitor gets is likely to be a lasting one.

Most builders find it wise to hand out some sort of sales literature at showings — at least a small pamphlet or brochure that stresses a few salient points about the house and project and provides the prospect with the firm's address and phone number.

Strangely enough, most men who have had experience with model houses do not favor guest registration. People resent it, they say. A better plan is to have salesmen mingle with the crowd and make their own lists of prospects. Another idea is to furnish visitors with a small card and invite them to make comments. These, incidentally, will furnish a valuable means of judging reactions.

What's the best way to get people there? . . . Newspaper display advertising is by far the favorite means of most builders. The ads usually feature a picture of the house, give name of subdivision, how to get there, and give time of showing. They also mention a few special features of the house and the project.

Sunday is the best time to show the house, with Saturday a not-too-close second. However, many builders say that some prospects prefer to come on week days to avoid crowds. These people are nearly always sincerely interested and the percentage of buyers among them is extremely high.

Several salesmen should be present, the number varying, of course, with the size of the crowd. One of these should be stationed near the door to greet visitors. The others should mingle with the crowd, try to spot sincerely interested visitors, point out features. When very large crowds are involved, it may be wise to set up sales force at desks in some unfurnished section of the house — the garage, for instance.

Put up placards calling attention to special features of the house that might be overlooked in casual inspection. These must be neat, easily legible, but unobtrusive and few enough in number so that they don't spoil the overall impression of the house.

Women are most interested in kitchen, bathrooms, and living room — in that order. Any extra attention you give to these rooms will be well worthwhile. Men are more interested in construction. Call attention to nationally advertised products, either by placards or salesmen's comments. Familiar trade names help sell the quality of the house.

Estimates indicate that 11% of your visitors will be seriously considering buying. Make it easy for these people to get all the information they want about every phase of home ownership.

Realtors Haas and Dodd, Atlanta, attracted more than 20,000 people to a demonstration house and sold it on opening day with the help of a "Talking House" idea. Special wiring equipment was installed in the home that enabled visitors to ask questions about the home and get answers from a "mystery voice." Actual people and not recordings are used to create the talking house illusion.

Display homes of Builder William Blackfield, San Francisco, are outfitted so that visitors hear a four and one-half minute recording giving pertinent construction information about the homes. Salesmen are stationed in a sales office, set up in the garage, to answer questions.

Hostesses dressed in Colonial gowns attracted visitors to the demonstration house in Ramblewood, subdivision developed by S. L. Hammerman Organization of Baltimore. The hostesses presented attractive brochures about Ramblewood to visitors and gave orchids to the women. A working model of the demonstration house was displayed in the window of a local furniture store.

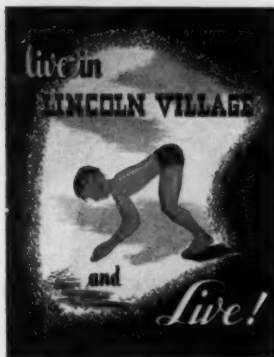
When selling vacant houses, cover floors with building paper on which room sizes are written in chalk. Paper protects floor and numerals help visiting prospects visualize how well the home will serve their space needs.

If you are showing a demonstration house, arrange to record interviews with some of the visitors. The best interviews can be used on your radio program.

Paul Scheicher and Sons, Hammond, Indiana, set up a small scale model of one of their houses in the framing stage outside their demonstration house. Miniature samples illustrate to visitors the framing of roof and walls, type of insulation, system of heating, and other behind-the-wall construction details.

George Miller, Detroit, has successfully used a circus tent as a sales office behind his demonstration houses. The tent, located so visitors leaving the house had to go through it, was filled with house plans and displays and staffed by a row of salesmen behind tables, ready to answer prospects' questions.

Direct Mail



Brochures to promote Lincoln Village, project of Sims & Grupe, Stockton, California, were printed with humorous vein in appealing colors. Copy with pictures of homes answered questions about price, advantages, features of homes and subdivision. This type of promotion paid off with 400 new houses sold in three months.

When you have a big selling point that you have been holding in reserve — a real clincher — dramatize it by writing it into a telegram to the prospect. This will give it the focus it deserves and will provide a written record that the prospect will very likely keep for a few days. During that time it will work for you every time he looks at it.

Prepare a street guide to your city that can be distributed to new-comers who are prospective buyers. Have the name of your firm printed on it. Also reserve a space for the name of a salesman and for a description of property you think the prospect might find attractive.

Reverse side of one realtor's letterhead shows a map of the city, indicates location of streets, industries, school, parks, hospitals, other important buildings. Many recipients save the maps for reference.

Good results and goodwill may be your rewards if you try the idea of one real estate broker. He sends a maroon and white blotter which reads, "Good morning! We are glad to read about you." Pasted opposite this is a clipping from the local newspaper in which the recipient's name appears.

Combine humor with your suggestion for action in your form letters to prospects. Colored cartoons at the top of the letter can suggest various circumstances which may cause the prospect to sell or buy a house. Examples: cartoon of a house bulging at the seams because it's overcrowded, with a caption "So you need a bigger home." Cartoon of a half-dressed man racing from his house to a taxi and carrying a half-opened suitcase with the caption "So you're being transferred."

In a Southern city, automobile drivers were confronted with a new system of one-way street traffic. A real estate company drew up a plan of the system with arrows pointing out the direction of traffic. Alongside the drawing appeared the name, address, and telephone number of the company. The reverse side showed the routes of the city's bus lines.

Locations of homes sold in subdivisions of J. C. Nichols Company, Kansas City, Missouri, are marked in red on maps of the subdivisions. Names of buyers are printed alongside the marks. Maps are sent to prospective buyers, showing them where friends

and associates have purchased homes. Idea is especially effective in selling employees of a large company where two or three employees already have purchased homes.

You can cut direct mailing costs on commercial property by grouping photographs and descriptions of several properties into one mailing piece. On one side of the folder give each property a number and group the photographs into an attractive arrangement. On the back side describe each property and identify the description with the number on the front of the folder. This will not only cut costs, but will allow a client to choose from several properties.

A way to get commercial listings is by sending maps of your city's business districts to leading national and local chain organizations, to key brokers in other cities, to Chambers of Commerce, and other agencies. Your map package can contain a downtown map as well as maps of different business sub-centers, each giving the names and locations of the businesses in the district. Have a member of your organization gather the information and check it with the leasing department. Maps will be easier to make and can be revised readily if the original is about four times larger than the reprints you send to prospects.

Reprints of articles from trade or consumer magazines about your activities are effective mailing pieces.

A Southern real estate office sends colorful certificates to new babies, welcoming them to their city. The certificate is printed in gold, blue, and red — attractive enough so that the parents may wish to frame it or keep it in their baby book. The certificates are addressed personally to the baby in long hand, with name, weight at birth, and date of arrival written in spaces provided. Only reference to the company is its name printed on the gold seal.

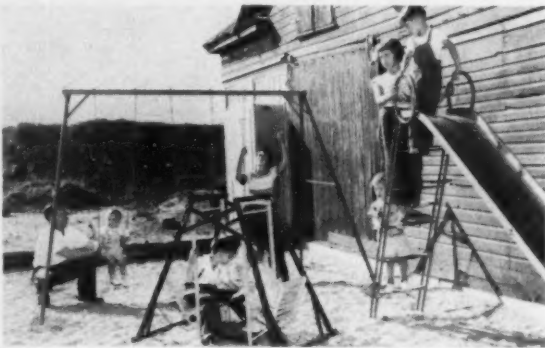
A good way to get comments from buyers is to send out a business reply card after a sale is closed with the request that it be returned with remarks about the service rendered. If the comment is favorable, it can be followed with a brief letter from the president of the company, thanking the client for the return of the card. If it is unfavorable, you'll find it well worth while to call on the new owners and do everything in your power to adjust all complaints.

Sales Promotion

Typewriters are installed in Denver hotels by one realtor. Typewriters are complete with stand and cost the user 10 cents for one-half hour. They are serviced once a week and the hotels receive 10% of the weekly earnings. Cards of the realtor are pasted on the typewriter stands and hotel managers often report to the realtor when hotel guests are house-seeking.

There are many contests you can sponsor which will incite desire for home ownership, and draw attention to your company. One type could be a letter contest. Each month award cash prizes for the best letters on, "What I Desire In a Home." The letter need not list specifications, but should tell what the housewife, businessman, young married couple desire

if and when they obtain a home. An impartial committee can judge the entries. The best letters will make powerful sales ammunition in newspaper and radio advertising.



Playground area is set up adjoining the Catalina Ranch exhibit house of Barkan Organization, Long Island, for the use of children whose parents have come to inspect the model. At end of building may be seen separate lavatory facilities provided for prospective home buyers, above.

A package of vouchers redeemable at local stores are given new home buyers by a midwestern realtor. The package contains vouchers worth \$2 on any purchase of more than \$10 worth of furniture, vouchers good for reduced rates on heating and plumbing fixtures, and vouchers for reduced rates at local theaters. The company arranges for cooperation with merchants in all lines in various sections of the community.

Conduct a landscaping contest in your development. Offer cash prizes, perhaps classified by the length of time a buyer has been a resident. Arrange with a local nursery to give a small discount on plants and shrubs. Arrange with the president of the local garden club, secretary of the chamber of commerce, and local real estate editor to act as judges. You'll gain from the publicity and the extra beautification of your subdivision.

Each Tuesday morning at nine o'clock, an inspection group leaves the offices of Studstill & Hollenbeck, Inc., West Palm Beach, to inspect listings taken during previous week. Public interest is generated by a sign fastened to the top of the station wagon: "Inspection Group, Studstill & Hollenbeck, Inc., Realtors."



To promote the sale of the first group of lots in a subdivision, some builders give bonus certificates representing cash amounts to buyers. Others offer colored renderings of the new home to the buyer for display to his friends and acquaintances.

A community club or playhouse can be used on projects of 300 homes or more. Club can consist of a club house, swimming pool, baseball diamond, wading pool, barbecue for the exclusive use of residents. By prorating the cost among all the houses, it costs the builder about \$100 per house, which can be absorbed in the selling price.

Award cash prizes for the best letters written by school children on the subject "What Home Means to Me" or "Why I Hope Someday to Buy a Home." Five awards can be made, one to the winning student from the surrounding rural area, one to each of four age groups in the urban area: 6-9, 9-12, 12-15, and 15-18.

Don't relegate Santa Claus to department stores alone — use the old boy in your own office to personally greet children who are there with their parents. Even if many of the parents already own their homes, there will be many more who are in the market.

Office Methods

When a person who is obviously "shopping around" drops into your office, have a salesman record information about his desires on a form headed "Analysis of Prospect's Needs." This will establish the idea that you are taking a personal interest in the prospect and that you are going to work for him in an efficient way. It will definitely diminish his shopping-around attitude.

Provide your switchboard operator with a telephone record book made up of double pages with a carbon between. The top page is divided by perforations into small telephone slips; the sheet below the carbon is not perforated and makes a record of all calls. This enables salesmen to check back on what calls they have received. And it's useful in keeping track of prospects too.

Herbert Charles & Company, New York, uses a trailer as a mobile renting office. The trailer is completely furnished with desks, chairs, equipment for displaying floor plans, and is less expensive than an on-site office that has to be dismantled as soon as a project is completely rented.

Charles T. Lincoln Company of New Haven, Connecticut, has a library from which it can furnish a full sketch and written report on any tract in the vicinity within 2% error without visiting the property. The library consists of aerial photographs, geological maps and other data. This service is invaluable to subdividers seeking new development sites, builders placing a country home for a client, and to families wishing to buy, sell, or lease farm land.

The unique covered-wagon office of H. Frank Nelson, Perris, California, attracts attention of pros-

pects and has become a landmark in the area. Nelson capitalizes on the advertising possibilities of the office by reproducing a picture of it on all mailing circulars and stationery.

Set up a home reference library in your office. Stock it with back and current issues of consumer magazines dealing with all aspects of home ownership. Include books and other types of source material for home decorating, building, remodeling, landscaping, kitchen planning. Publicize it as a complete lending library on homes.

A Kardex filing system can do a quick job of locating properties for prospects. In the upper left-hand corner can be placed the key classification for the entire system, certain letters standing for certain types of properties. For example, SR can be south residential, H can be hotel, A can be apartment. Letters can be classified according to needs. The top part of the file card can carry the lowest prices working consecutively downward to the highest prices. Price range desired can be the entrance classification. Specific type of property can be shown at bottom left of card.

A telephone in his car helps Arthur Storm, New Jersey realtor, keep in constant touch with his office. To insure receiving calls when visiting a project, a switch can be set to blow the car horn when a call comes through.

To keep children entertained while he is talking with their parents, Albert Balch, Seattle, keeps an assortment of candy and toys on hand in his office. In his housing developments, Balch instructs buyers' children in building houses and roads, gives them occasional rides to nearby ice cream parlor in company trucks.

Sign Advertising

Transform your roadside billboards into dynamic eye-catchers at night with the use of black light. Have the billboard done over with a special oil-base fluorescent paint that glows when exposed to ultra-violet light. Wire the ultra-violet lamps so that they turn on automatically in the evening and off again early in the morning.

As soon as you sell a property, put up a "sold" sign. There is no better way to convince a whole neighborhood of the effectiveness of listing with your organization. (See pages 66, 67, 70.)

Make your signs distinctive, unusual in wording or appearance or both. Give them a touch that will make them immediately recognizable as *your* signs.

Your name and phone number should be easily read at a distance.

Have some durable metal signs made which warn, "Slow, Children Playing." Make them the same shape as your "For Sale" signs or put something on them which will earmark them as coming from your company. Have your company's name placed inconspicuously on the lower part of the signs, then make them available to any residents who ask for them.



Clean-cut billboards like these are a prominent part of the advertising campaign of MacBride Realty Company, Sacramento. Message is kept to minimum and striking colors are employed to attract attention.

Signs are a really effective sales aid that many brokers neglect because owners don't like them. However, it's worthwhile to put a little of that selling talent to work in getting owners to let you use them. Most people don't think signs are really effective, consider them an unnecessary eyesore. Take time to explain that when a prospect sees a house he likes with a for sale sign on it and then stops in at your office — well, he's a better prospect than nine out of ten who have never seen the house.

Photographs

If you operate in a remodeled office, hang "before and after" photos on your office walls to show clients what can be done with older property.

Clark MacComber of Boston finds a Polaroid Land Camera and 35 mm. color slides effective methods of building sales. Photos can be taken as a prospect inspects a house, presented to him to remind him of the property.

Photograph a home you believe may be too small or too large for the present owner. Place the photo in an attractive folder that is suitable for displaying in the home. The folder carries the message of your services on it.



All current listings are pictured and classified on two walls of the offices of C. E. Spring, Minneapolis. Photos of the listings are classified by residential development of the city under the titles "new," "exchange for larger," "exchange for smaller," "apartments," "duplexes," and "miscellaneous."



Morris Loewernstern (right) of the Hugo Loewernstern Realty Company, Amarillo, Texas, uses photography to make sales. The firm has a 35 mm Signet to make color slides and a Polaroid-Land camera to make instantaneous prints. (See page 10.)

"This enables us to do a lot of business with clients in big cities," says Loewernstern. "When something comes up for sale, we go out and shoot it and put the photos in the mail within an hour. Top investors all over the country want fast service and they'll do business with the realtor who provides it. Also, if a property has just come up for sale and a prospect is due in the office in an hour, we dash out and shoot it and an hour later have the whole thing on the desk. If we had waited until the next day, he may have found something somewhere else."

Houses have little glamour while under construction. Rather than show a purchaser such a house, carry a portfolio of colored photographs of similar houses that are completely furnished and landscaped. The buyer then isn't confused with the blueprints, won't ask unnecessary questions or give silent agreement then in the end refuse to make a decision.

Brokers have developed many effective ways to display pictures. Some built neat display boards along office walls. Others use pedestal racks with wooden leaves to which photos may be easily thumb-tacked. Still others use double-sided bulletin boards. Some have found it highly profitably to furnish a special display room with pictures all around the walls.

One broker avails himself to the fullest of people's desire for celebrating Christmas at home. During the second week of December when homes are bedecked with yule trimmings, he photographs every family who has purchased a home from him during the past year. Then he gives each family a print and uses duplicates for newspaper ads during the third week in December. Ads are captioned: "Our home owners are celebrating Christmas at home. Why not join them by celebrating Christmas in your own new home?"

Photograph features during construction that you can't show on the finished product. A view of a house in the framing stage can illustrate many points. It can show that 2 x 4's are doubled on door openings, that headers above doors are 2 x 8's, that studding is properly secured and placed on 16-inch centers, that sheathing is laid diagonally. Another view can show the plumber caulking the vent stack, and can point out that all fixtures are properly trapped and vented.

Window Displays

Window displays can feature a "Home of the week" idea. Feature a large portrait of one of your choice listings together with several smaller photos of the home interior. You can stimulate further interest in the weekly selection by calling attention to it in newspaper and radio advertising.

Set up a miniature home in your display window. Make it a charming little house with a completely landscaped lawn. Put small paper figures at work raking the lawn or have them lounging in chairs. Hang a poster above it captioned, "Home Sweet Home is a House of Your Own."

One realtor uses a gadget that makes photographs sell after dark. The photos are mounted on glass which is ribbed horizontally on the back side. This transmits light from the fluorescent tube behind the panel and illuminates the photographs in the window.

A result-getting window display promoting Van Schaack and Company's industrial services showed a scale model of a building enclosed in a bird cage. A large sign in the background queried, "Is your plant caged in?" Placards at each side of the cage cited advantages of the company's industrial and commercial property services.

Seasonal window displays can whet the appetite for home ownership. During Christmas season whip up a colorful exhibit for your window. You might use a snow scene of a miniature home decorated for Christmas with Santa Claus and his reindeer about to light on the roof. Make that house look like a sanctuary, a warm, happy home.

Put up a huge plat of your subdivision in your display window. Every time a home is purchased, pin a small flag marked "Sold" on the lot location. Publicize the sale of each home and advertise its features. Prospects will watch your houses sell and many get caught up in the flood themselves.



A 32-pound muskie caught by two employees made an eye-catching window display for Walter Neller Company, Lansing. Listed properties were displayed against a background of a fisherman's net.

Novelty Advertising



Animated, saucy, talking animal characters are "big business" in the J. C. Nichols Company's Plaza shopping center outlying Kansas City, Missouri. Designed to attract shopping customers through the young set, the "Rudolph" and "Bugs Bunny" figures have proved more popular each year they have been used. More than 10 feet tall, they move their arms, heads, and mouths through an intricate gear mechanism, talk via a transcribed long playing record and hidden loud speaker system. Cowboy star Gene Autry did the first year record for "Rudolph," courtesy of Columbia records. Bob May, author of the famous red-nosed character, has made two personal appearances to the Plaza. Made of papier-mache, the characters are within the realm of most business center finances.

Send out small desk calendars that show meeting dates of a large local club. The members receiving these will value them above more expensive calendars they receive and will always keep them on their desks.

A simple calling card started a fad for Roger Watson, Santa Ana, California. Using his name in one corner of the card and his address and telephone number in the other, he inscribed in large bold letters the legend, "Ask Mr. Watson." Directly beneath appeared the words "real estate." The "Ask Mr. Watson" idea caught on with the local high school students with the result that the answer to any question in high school and junior college circles became, "Ask Mr. Watson" or "Mr. Watson Knows."

Colored hats for school children are a good novelty item. If you use this type of advertising, put your name at the very top of the hat and printed on both sides so that no matter how it is turned your name can be seen.

Here's a goodwill builder that costs only 5¢ per person. It will save parking meter violators the cost of a traffic fine and spare them embarrassment. Whenever you see a meter on which the time has run out, drop a nickel in it, then place a small card under

the car's windshield wiper imprinted with quips like these:

We just passed by, and the flag popped up;
So we dropped in a nickel to fix you up.

Time will fly and wheels will spin —
But don't you worry, we put a nickel in!

We got here before the cop,
So in the meter we did drop
One small nickel to thwart the cop.

Suggested second verse for any of these quips:

If you need a house or have one to sell,
Come and see us and we'll serve you well!

Don't forget to put your name, address, and phone number after your poetic masterpiece.

Invite children to visit your company's offices with their parents to receive a free comic book. In your office give the parents the opportunity to inspect photographs of listed properties and ask questions about them. One company using this idea gave away 250 comic books which resulted directly in 14 sales.

A bakelite thermometer with a calendar pad at the bottom is one of the successful novelty advertising items used by Rowland R. Harden, Jr., Camden, New Jersey. He says to make sure it is used and seen, present it to the prospect personally. Harden also distributes desk sets consisting of a pad holder, ash tray, and letter opener, each imprinted with his company's emblem. Rather than give them to a prospect all at once, he distributes each one separately during the year.

Gill Construction Company, Fort Lauderdale, Florida, enters every parade possible with an attractive float from which pretty girls throw away souvenir match books, and polo shirts with the company's name imprinted on the front.

To promote the sale of lots in its Meadow Lake subdivision, Hamilton-Crawford of Kansas City inaugurated the "Talking Lot." One of the company's salesmen was stationed by the roadside across from the Hamilton-Crawford tract office. Beside him was a two-way communication telephone. As a motorist with a local license number drove by toward the subdivision, this spotter would telephone the number to another operator in the field office. This operator would quickly look up the car owner's name. Before the car was a half mile away, the operator would



call him by name through a loud speaker placed in the highway nearby, ask him to stop in and inspect some of the homesites.

Send a small monthly calendar with information about current listings to prospects. A color photo of a current listing can be pictured on the card with the calendar. Reverse side can carry data about other listings.

Don't buy novelty advertising items just because they're cheap. If they aren't useful or ornamental, they won't last long.

Telephone directory covers can be distributed to prospects as a frequent reminder of your company's services. The covers should be made of heavy stock, printed with the company's name, address, phone number, list of services offered by the company.

Sales Training Ideas

All salesmen for Hamline Twin City Real Estate Company, St. Paul, are urged to take appraisal courses so that they will thoroughly understand property valuation. The company believes that this is responsible for getting correctly-priced listings, thus saving money on advertising.

The sales staff of Waguespoche and Pratt, New Orleans, meets every morning for one hour to think about and discuss the events of the previous day — deaths, marriages, divorces, births — and how those events affect the housing situations of those people.

A 12-week sales school for real estate salesmen was sponsored by a midwestern realtor-builder. He had 75 speakers during 72 hours of class meetings. Result: the realtor-builder had a thoroughly trained sales force of more than 170 men capable of helping him sell his new homes.

In Houston, Hodell & Company has devised a time-saving, cost-cutting system of screening and training salesmen. Applicants must pass aptitude tests, undergo six days of classroom work, train under other salesmen, comply with Hodell's 15-point sales program.

In Upper Darby, Pennsylvania, J. C. Taylor has a merit rating system which allows all employees to share in the net profit "pie" according to their individual production. The plan is set forth in a written contract which permits every one who participates to estimate how big his slice can be if he puts forth his abilities to the fullest.

Comparative production charts are constantly on display on the office wall and are brought up to date the first of each month. As each year progresses, personnel interest grows not only in their own comparative ratings, but also in the total production for the year as compared with previous years. The latter figure tells them the size of the pie that is to be divided.

Each December the net profits, as defined in the written contract, for the calendar year are recomputed and deposited in a special trust account. Three trustees disburse the year's profits in quarterly pay-

ments during the following year in accordance with the merit rating system, which is set forth in the written contract.

This contract covers such items as share of profits to be retained by the office, allocation for reserves, operation of the trust account, disposition of funds in case a participant leaves, the disbursement of funds to participants, and the merit rating plan which provides for the following credit points:

Each month of service	1/24
Cooperation	1 3/4
Specialized efficiency	1/2
Supervisory capacity	2 1/2
Production	28

For example, a stenographer with one year's service could win: service, 1/2, and cooperation, 1 3/4. If she be a conveyancer, she could also have specialized efficiency, 1/2. Later, she would get more points for length of service and if she should become the supervisor, she would win 2 1/2 more points.

To stimulate sales, have a traveling trophy . . . a silver cup which carries the name of the salesman with the most volume for each month. When a salesman's name appears three times, award him the cup permanently.

Point-of-Sale

Some brokers find it best to charge 5% commission of both owners in an exchange transaction to keep prices in line. The practice is to the owners' advantage because if the prices aren't in line the broker will get the lion's share.

A Washington real estate builder believes you should not sell a new home during the early construction stage; that the buyers pester the workmen, request changes, thus pushing up your costs.

Salesmen of George Miller, Detroit, carry sales kits completely stocked with all necessary material. Kit contains designs and floor plans of homes in various price ranges, buyer analysis sheets, zoning maps, order blanks, amortization tables, brochures about company's experience.



Poor light makes a poor house. Encourage the seller to replace 10 and 20-watt bulbs with brighter ones. The house will look much better to the prospective buyer.

An open-end mortgage may be the answer to a prospect unwilling to buy an old house in need of modernization because he lacks money for both purchase and modernization. With this plan, an owner who has partially reduced a mortgage can re-borrow funds to go ahead with modernization plans. For example, if he has reduced a \$12,000 mortgage to \$10,000, he can re-borrow up to \$2,000, payable over the remaining life of the mortgage.

Client-builders are offered a guaranteed sales plan by an eastern realtor for all new developments under his management. The realtor guarantees that all the client's new homes will be sold within a specified time or will be purchased by the realtor himself. To qualify for the guarantee, the builder-client must first have his plans, specification, design, location, and price of homes approved by the realtor.

Robert Yellott, Washington, D. C., says his company has completed many transactions by keeping alert to private mortgage money available, such as from retired businessmen who want to make their money work for them.

Prospects for buying small town businesses are executives who are being retired and have capital of from \$10,000 up but who are not interested in permanently retiring. Many of these executives want to leave the larger cities and seek a livelihood in smaller communities offering a slower pace of life. Few brokers are active in this field.

If your salesmen feel that the "boss" grabs all the good leads, give each of them a day on the floor. All telephone calls, listings received in the mail, and any prospective purchasers belong to the salesman whose "day" it is.

It's the mark of a novice to try to conceal objectionable features of a property. The experienced salesman knows that it is psychologically sound to point them out before the prospect finds them for himself.

When asking a prospect to make a commitment, even a minor one, always present him with an alternative. Never give him a choice between something and nothing. For instance, when calling him for an appointment, don't say, "Will two o'clock Tuesday be all right?" Say "Which would be better — two o'clock Tuesday or nine Wednesday morning?" This gives him a choice — he isn't likely to turn you down flat or procrastinate.

Do not show more than three properties to one prospect the same day. Show the best property last.

When showing a property, it's generally a good idea to give the prospect plenty of time to look it over before starting a discussion. Don't talk too much during the showing stage.

For each property you advertise in the paper, select three or four similar properties that your salesman can show to people responding to the ad.

Goodwill Building

S. J. Figley, realtor of Kansas City, Kansas, gives clients a folder for home records, with individual envelopes for deeds, tax receipts, insurance papers, furnishing and maintenance records.

Many brokers send flowers to buyers after the conclusion of the sale, but to get the maximum amount of goodwill from this gesture the timing must be just right. The first Sunday after the new owners have moved in is a good time. Flowers should, of course, be sent to the lady of the house.

A box of good quality stationery with the owner's name and new address on it is an especially appropriate gift to the purchaser of a home. It should be presented to the lady of the house (and it's her name that should be on it) because she will be the one to write to friends and relatives about the new home. It should be delivered by the salesman personally.

Present bronze name plates to home buyers with your name inscribed on them. A 2 x 4-inch plate for mounting on the front door is a useful, handsome gift and is a constant reminder of the transaction.

A West Coast builder distributes Christmas stockings to children living in his subdivision. He also offers a baby sitting service at his tract office for owners who have short errands, and a small, free lending library for subdivision residents.

When construction complaints are received from new home buyers, make memos of the complaints and send them to the designated craft in your housing project. Instruct the craftsmen to return the memo, marked that the complaint has been adjusted or stating the reason for not doing so.

As soon as a buyer moves into his home, send him a card welcoming him. Blackfield Construction Company sends a card reading, "Welcome and best wishes for a lifetime filled with true pleasures, comfort, and home-owning happiness."

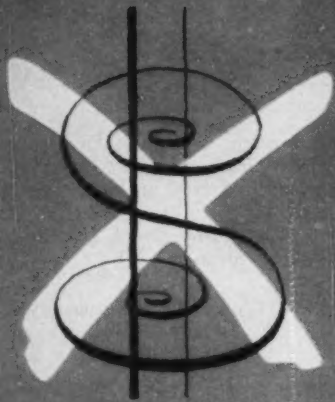
A home owners' manual, giving information about care of equipment and construction of the home, is a valuable gift to buyers.

Kaiser Community Homes sends each home owner a colorful Christmas card which contains an air view of a subdivision. The photo can be framed.

Many realtors find that it is inopportune to thank both buyer and seller verbally in a real estate transaction. Ritter, Lowe & Company, Portland, Oregon, solves the problem with a "thank you" card. Headed with a picture of the company's building, the card reads, "Thank you! We were recently privileged to consummate a real estate transaction to which you were a party. As realtors, it is our endeavor to serve both the buyer and seller in a manner that will merit continued confidence. If at a later date you have occasion to either buy or sell property, we would appreciate the opportunity of co-operating with you again."

You can cash in on the willingness of new home owners to have pictures of them in their new home.

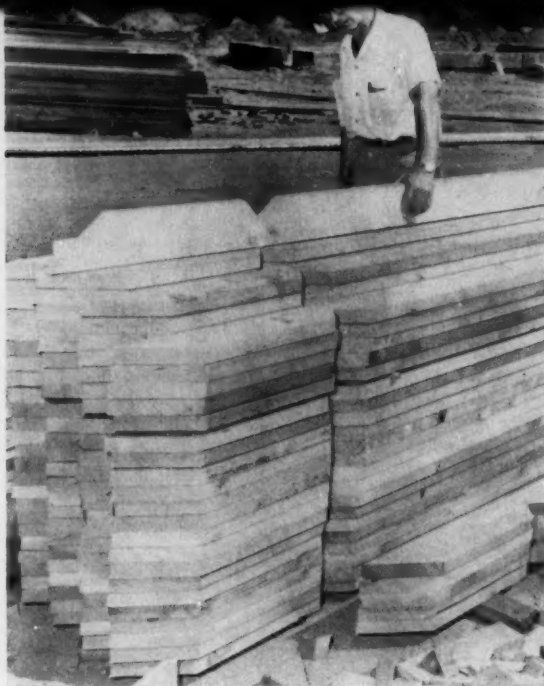
(Please turn to page 67)



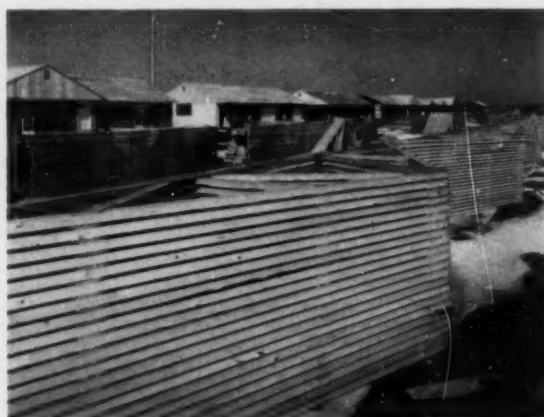
COST-SAVING

CONSTRUCTION IDEAS

ANY real estate builder will prick up his ears at the word "economy." He knows that success in today's big but selective market for homes depends largely on his ability to keep costs in line, at the same time enhancing the quality of his product. To do that, he is using more ingenuity than ever before. But no amount of ingenuity will substitute for a keen knowledge of his present costs. Only by pin-pointing them down to the last scrap of lumber and man-minute can he find and make use of new labor- and material-saving ideas in his own building activities. Gathered here are the best of those ideas, suggested by builders throughout the country to meet the challenge of today's sky-spiralling costs



Stackler & Frank, Long Island, pre-cut and stack the correct number of rafters on the building site to save labor and avoid costly mistakes of carpenters and other workmen



Prefabricated roof trusses are delivered to construction site and unloaded where they will be used. These trusses are assembled with plywood gusset plates



Hutchinson & Carey, Denver, schedules entire operation, directs production in a businesslike manner with the aid of charts

Pre-cutting, Pre-assembly

Many builders are producing storage walls for as little as \$10 per lineal foot. Units are constructed on a 2 x 4 frame with plasterboard used on back, sides, and top. Plywood is used on the bottom, and hardwood or plywood is used for sliding doors. Framing members are left exposed on the inside.

Use split rings for connecting roof truss members. When the parts are delivered to the building site to be assembled, the split rings lessen the chance for mistakes.

For small volume building operations, it often pays to educate a local lumber yard to a pre-cutting schedule, rather than setting up your own yard and buying lumber wholesale. You can train them not only to pre-cut, but also to bundle and deliver it at the job site.

When you cut your own millwork with a conventional rip saw, make a series of width guides that can be flipped down as needed. This will eliminate having to reset the rip fence for each width cut.

A Florida builder rigged a truck to carry four prefabricated wall panels from assembly jig to job site. The truck rig consists of a rack on each side of the truck extending the truck's full length. Each rack can carry two wall sections. The truck is driven alongside the pre-assembly jig and the wall section is tilted upright onto the truck.

Use jigs and other labor-saving devices whenever possible. Jigs eliminate mistakes and speed work. Operate two or three saws in unison to make multiple cuts for each set-up. A Denver builder has devised a jig which will permit one man to square four edges of a door, drill for all hardware, rout for and install hinges in eight minutes.

Cut costs of double glazing by standardizing on two or three sizes of glass. Make the frames for the standard units in your own shop. Large window sections can be built up with multiples of the standard sizes.

Here's a simple marking system for precutting framing members: As you cut framing members to the proper length, slide them onto a table wide enough to hold many pieces at one time. Fasten guide boards on either side of the table and mark them with grooves spaced according to the lengths used at the building site. This jig is all that is needed for pre-cutting framing members for the entire house.

An eastern builder erects a simple load-bearing skeleton of 4 x 4-inch posts set on a 6' 6" module and anchored into a reinforced concrete floor. Rafters are 4 x 10 inches, and ceiling and roof are constructed at the same time. Rafters are covered with 2 x 10-inch tongue and groove planks topped by insulation, waterproofing and crushed limestone. Thus the underside of the roof becomes the ceiling. Wall panels are prefabricated in the builder's shop and assembled in accurate jigs. Made of 2 x 4-inch studs, they are faced with vertical cedar siding on the outside and lightweight aggregate plaster on the inside. To

save labor he builds floors of reinforced monolithic concrete slabs supported by steel joists. Each floor requires only a half day with a crew of seven men. The reduced labor cost more than offsets the cost of steel and concrete.

Use attic storage space to full advantage by installing a disappearing stairway. They save the valuable floor space normally required for conventional stairs, yet are almost as convenient. Many brands on the market are safe even for children to operate. They are sturdy enough to permit housewives to carry heavy, awkward loads on them. (See page 69.)

To help keep bricklayers off the job, use prefabricated chimneys. They can be installed in a hurry and they do the job well. Their weight is only a fraction of that of a conventional chimney and thus do not need a footing. They can be suspended between floor or ceiling joists directly over the furnace, in many cases. In small first floor utility rooms this saves precious floor space. (See page 14.)

Design

Standardize dimensions wherever possible. The greatest savings can be made in the bath and kitchen. Use a standard size bathroom with standard spacings between lavatory, tub, and toilet drains. This arrangement lends itself to prefabricated plumbing fittings. Spacings suggested are 2' 4" between tub and lavatory drains, two feet between lavatory and toilet drains. Back up kitchen and bath to simplify plumbing. Make ceilings 8' $\frac{3}{8}$ " — finished floor to finished ceiling. This allows full use of eight-foot plywood sheets in storage wall construction. Make prefabricated stair heights the 8' $\frac{3}{8}$ " ceiling height plus an amount equal to space occupied by attic floor laid over either 2" x 8" or 2" x 10" floor joists. Make recessed cabinets 14 inches wide so that they may be placed between studs that are 16 inches on centers. Standardize door sizes to 6' 8" x 2', 2' 6", 2' 8", or 3'.

Standardize on paint colors. Select six, eight, or any reasonable number of colors that can be used in any combination anywhere.

Keep a daily account of the number of housing units advertised for sale, for rent, and the price per month. This will tell you what price brackets are best to build in, and will help keep you from overbuilding in any one bracket.

Cut labor costs by eliminating as much detail work as possible in your houses. Engineer the design so that workers cannot cause delays or debate about details.

If you're trying to reach the low income buyer, eliminating basement and garage can often save up to \$2,000 on the price of a house. This will lower monthly payments by \$10, depending on the terms, thus increasing your market of potential buyers.

Make your houses expandable. A California builder includes a two-car garage with his \$8,500 houses and gives the owner instructions for converting one-half of the garage into living space. The door opening

between living room and garage is framed into the wall, but is plastered over when the house is built. Later, a door may be installed by the owner.

Splayed or diagonal walls can sometimes shift a few extra feet of floor space around to where it is needed most, and in many cases will eliminate costly corners.

Make overhangs two or four feet wide to avoid waste of 4' x 8' plywood sheets.

Save chimney costs and floor space by placing gas-fired furnaces in the attic. Run an asbestos cement flue through a lead collar at the roof line.

Eliminate needless framing members by planning framing details in advance. For example, careful placing of openings and interior walls can save 30 or 40 members per house.

Use the same kitchen-bath arrangement in all your houses to simplify plumbing. Eliminate as many fittings as possible by having special plumbing trees cast to fit your standard plumbing arrangement. An Indiana builder saves about \$55 per house using this method. Two cast iron sections replace nine standard pieces. The tree accommodates two toilets, two lavatories, bath tub, floor drain, and double kitchen sink with garbage disposal unit, all without reventing. Cost of the pattern was \$500 and is good for about 500 castings if carefully handled. The two fittings which form the tree cost about \$18 total.

Save cost of partitions by more open planning. Kitchen, dining and living rooms can be combined into one area with flexible dividers to cut off sight lines. Many interior doors can be eliminated with the remaining partition staggered, baffled or angled to give concealment. Partitions can often be stopped at head height.

Re-examine the space arrangement of your houses. Space is the most important yet the cheapest part of a house. An area increase does not change the cost of plumbing, wiring, doors and windows, but it may increase the heating requirements to a minor degree. For example, adding two feet to a house will give more flexibility to furniture arrangement, yet will cost only about one-fourth as much as the unit cost of the basic house.

Use lightweight concrete blocks on partial walls to obtain exterior variations as well as savings in labor and materials.

In some climates, garages can be eliminated in low-cost houses and replaced with carports. If a carport is not substituted, space should be left for a future garage or carport.

Both reinforcing steel and concrete can be saved in many cases of slab construction by designing the slab to meet the local soil conditions rather than using rule-of-thumb methods which result in over-design.

When you build in a rural or other area not bogged down by antiquated plumbing codes, take advantage of the new metal-saving national plumbing code to reduce costs. Here are some of the simplifi-

cations you can achieve: Do away with the house trap and the corresponding fresh air vent. Use three-inch waste pipe instead of four (it will fit a 2 x 4-inch stud partition). Use a stack vent instead of the added piping usually needed for a separate back venting. Replace cast iron pipe with transite for underground use; this can also be used under concrete slabs. Simplify flashing of the roof vent by making it project less than normally required by plumbing codes.

Selling price is sometimes a greater consideration than extra features. In such cases you can shear dollars from your house costs by reducing kitchen size to the FHA minimum, by doing away with the stove and automatic laundry equipment, reducing the number of cabinets and including only a sink. Question to be weighed here is whether the lower selling price or the fully-equipped kitchen has the most sales appeal. This will, of course, vary with the price class of the houses.

When it is desired to make the ceiling follow the roof planes, put in a steel ridge beam along the long span of the house thus eliminating the need for collar beams. The ceiling can be plastered, and will not only create a more spacious, lighter effect, but will save costs due to the greater insulating value compared with the exposed plank-and-beam finish.

Substituting waterproof plaster for tiled walls in the bathroom will save several dollars. Chopping four or five feet off the length of the house, taking it from the living room and kitchen, will also subtract dollars, but there is the question of whether the selling price is a greater consideration than the desirability of tiled baths and large rooms.

A West Coast builder cuts wall costs yet includes the beauty of large glass areas in his houses. He uses entire window walls in large sections of the front and rear. End walls have no windows. This arrangement only requires two sets of window sills and headers. Frames are turned out inexpensively in the company's mill, delivered to the site in sections, and set in place. These window walls eliminate the dozens of items needed for conventional walls with stock windows.

If you're opposed to roof trusses, yet wish to achieve the economies of storage wall construction, use just one supporting partition down the center

of the house. Your special crew can dry-wall the entire house as one room, then dry-wall the partition.

Eliminate as many corners as possible in your house designs. Every corner costs extra time and material. Using either roof trusses or conventional joist construction with a minimum of interior load-bearing partitions will help cut the number of corners. With the use of roof trusses and no load-bearing partitions, it's possible to dry-wall the interiors of the outside walls as one room. Storage walls can be installed later to form rooms. These can be moved later by the owner if he desires a different room arrangement.

A Texas builder has constructed a house with the roof supported by 1½-inch steel pipe which is independent of the walls. The plank and beam roof is made of 2" x 6" tongue and groove wood plank supported by compound beams made of a 2" x 8" sandwiched by two 2" x 10" members. Steel pipe columns are securely bolted to beams and anchored to concrete foundation. Columns and plank beams are exposed on the interior. Vertical 2 x 6 tongue and groove oak plank form the exterior walls. To make these non-structural walls weathertight, the ½-inch groove and the ¾-inch tongue were sealed with mastic. The built-up roof is insulated with 1½-inch glass fiber insulation.

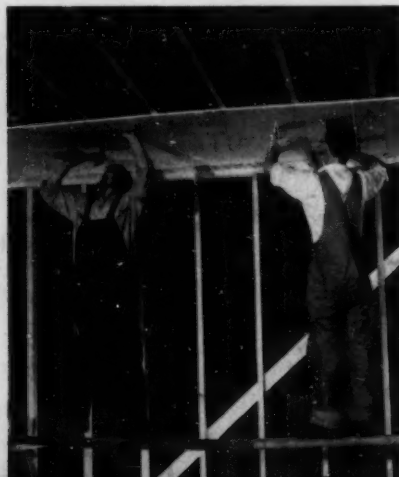
When building code does not conflict, design footings for the size that the bearing capacities of the soil require. Don't size them according to some arbitrary figure, such as 16 inches. Many footings are over-designed resulting in considerable waste. Foundation walls should be only as thick as the weight of the building requires. Reinforcing needs should be determined by engineering calculations, not by inaccurate rules of thumb. Live loads for design purposes could be considered as 30 pounds per square foot instead of the 60 still specified in many cities. Wind and snow loads should be determined for each locality and the house designed accordingly. If wind-bracing and infiltration are taken care of by corner braces and vapor seals, sheathing could be done away with. Savings as a result would be over 1200 board feet of lumber in a 24 x 38-foot house.

Turn crawl spaces into plenum chambers for heating systems to save cost of metal ducts. A Detroit builder saves nearly \$200 and 300 pounds of sheet metal per house with this system. He places a coun-

Masonry units form two outer walls to give varied exterior appearance and cut costs. These eight-inch walls go up fast

Two men are usually needed to install gypsum board backing for drywall on ceilings, but one man can with a T-brace

When the quality of the soil is good enough to prevent cave-ins, foundation walls can be poured directly in trench



terflow furnace in the center of the house and feeds the warm air into the crawl space with stub ducts about a foot long. The heated air fills the entire crawl space and flows into rooms through baseboard registers. Foundation walls are drained 18 inches below grade with two rows of tile parallel to wall. Bottom of crawl space is covered with about three inches of coarse stone. After the house is finished 55-pound felt paper is placed on top of the stone. Walls are insulated with glass fiber. Plenum is 18 inches deep.

Perimeter heating saves critical metals and is cheaper to install than conventional systems. It is especially suitable for slab floors. This type of heating uses a counterflow furnace usually placed in the center of the house.

A California builder claims a savings of 20% on the over-all house package by using a specially-designed flat roof. He builds a conventional stud wall capped with a double 2 x 4 plate. Roof beams are laminated from three 2 x 8's. In warm climates he spaces beams on seven-foot centers, and in snow country on four foot centers. Beams are notched in under the 4 x 4 plate so that beam tops are flush with plate top. A 2 x 8 saddle is notched into the studs below the plate to support each beam. The saddles are about 18 inches long and are sawed in half diagonally. The lower triangle is nailed into place, and the upper triangle becomes a wedge. After the beam is nailed in place, the upper part of the saddle is given a few hammer blows then nailed. Result is a tightly wedged, well supported beam. Roofs are built up of insulation and roofing material, which is extended past the edge of the overhang, rolled over and secured by a 1 x 2 redwood strip on the outer edge of the 2 x 8 vertical face board. No flashing metal is required.

Labor Scheduling

An East Coast builder does as much of the work in a house as possible with his own crews — subcontracts very little. Each crew is assured of a full year's work and its foreman is responsible to the builder for the work his crew does. The builder uses pre-hung sash, and frames and sheaths side-walls on the floor.

Set up an apprentice training school and hold classes two or three nights a week under the guidance

of a professional teacher. This will help you train men for specialized jobs as well as push new men toward top efficiency in a short time.

A Denver builder cuts costs and avoids mistakes by drawing all his layouts — floor framing, roof framing, ceiling joists, door and window layout. The drawings are dimensioned for use with a steel tape and are unlike the architectural drawings required by FHA and VA. The drawings are glued to a piece of hardboard and covered with shellac to make them waterproof.

Devote 10 minutes before quitting time each day to cleaning up the premises. This will cut down costly waste and will avoid a large clean-up operation later.

Deliver materials to the building site near the place at which they will be used. This will reduce handling and thus lower costs and speed the building operation. Keep all delivery trucks moving and be equipped to pull them out in a hurry if they get stuck.

Keep your specialized crews running at top efficiency by keeping their work competitive. Take bids from outside subcontractors and, if the bids are lower, let them do the job instead of the crews.

Often it is wise to spend money to get speed in construction. A San Antonio builder finds it reduces unit costs and speeds work to use six men to sheath roofs instead of two.

Put a suggestion box on your construction site and encourage your men to use it. Offer a bonus for ideas that save a specified amount per house in construction costs.

Split your stud crew into two groups. Let one group erect outside stud walls, and train the other to go from house to house putting up studs that go next to the heating unit, fireplace, bathroom walls and other places requiring more complete framing.

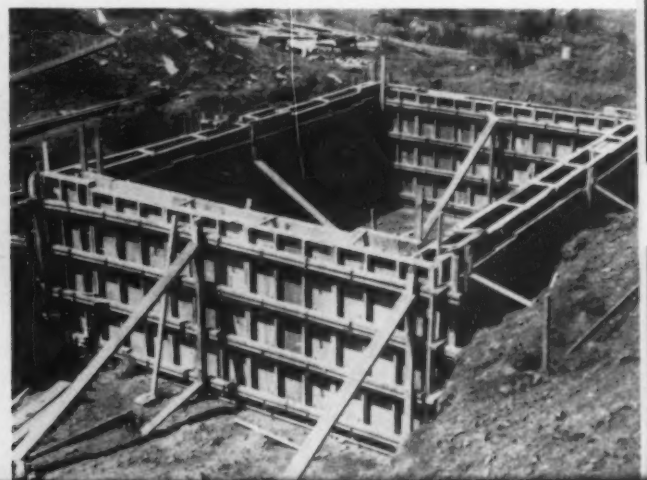
Set up a schedule of a certain number of houses per week, say five. Tell the salesmen they must sell five houses a week, the painters that they must paint five a week, the electricians that they must wire five a week. Let everyone know that they have got to do five a week.

Reduce service calls by setting up a double-inspection system of your houses. Many potential com-

Workers for the Wallace Johnson Company of Memphis are on their toes for suggestions. Each one used pays \$25

This builder constructs his own doors on an assembly line basis. Jigs, power tools speed work, minimize mistakes

Plywood forms use cross ties to cut down on bracing required. This type of form, is popular as a time and money saver



plaints can be caught before the house is turned over to the buyer. A California builder has reduced his service costs to \$10 per house by such a double-checking system.



Using the correct number of workmen for each crew will save labor costs. Here, a crew of eight was found most efficient for laying subflooring. Foreman records job manhours

Construction

Save lumber costs by purchasing No. 4 lumber in large sizes, then upgrade it in your own mill.

Save basement wall costs by using universal forms on all types of construction. Build all window and door bucks on jigs.

Use cork flooring over slab floors to soften them if you meet sales resistance to the hardness of concrete slab floors.

Use joist anchors to accurately space and fasten roof trusses to plates. This also eliminates the need for holding the truss by hand and nailing it to the plate.

Cut costs of anchor bolts in half by using short lengths of reinforcing rod instead of bolts. Run the rods through the plates, then flatten them with a sledge. To give the same holding power as bolts, space the rods on shorter intervals.

Avoid costly call-backs for wood windows that don't work by requiring your workmen to carefully study the manufacturer's instructions before installing. Units on the market today are precision manufactured and must be handled as such if they are to give trouble-free service.

Put a crew to work periodically cutting stakes from shorts and scrap lumber. Four or five men can turn out as many as 7,000 stakes in one day.

When the roof truss and storage wall method of construction is used, prefinished flooring can be laid over the entire floor and covered with building paper to protect it while the house is being finished.

A Maryland builder has developed a light wood storm sash covered with transparent plastic. Cost is under a dollar per frame.

A careful job of excavating for basements can eliminate the need for forms on the outside of foundation walls from footings up to within a few inches of grade level.

Brace ceiling joists and rafters and apply insulation before putting on the roof deck.

When hardwood flooring is to be laid over concrete slab, pour hot asphalt over the slab. Then gather up all cut-offs and shorts and place them in the hot asphalt for sleepers to which the flooring can be nailed.

Save the cost of bathtub damage by mothballing them with a plastic spray-on coating. When the house is completed the material can easily be peeled off. A Western builder cut his losses from 3½% to 1% with this method at a cost of only \$1.50 per tub.

Use aluminum nails in applications where common or galvanized nails might stain wood or finish. These nails do not require countersinking or puttying, do not rust or corrode, and because of a special etching process, they have greater holding power than the ferrous type. They are also stronger and easier to drive.

Many structural members can be rough-cut on two sides rather than being finished on all four sides. This will result in saving up to 25% in cost of framing lumber.

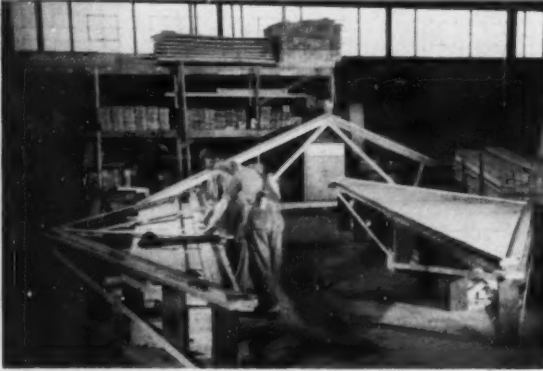
Wooden casement units can be used instead of glass sash when ventilation only is needed. One builder cuts slab doors in half to make two wooden casements. He buys the slab doors for \$9 each, cuts them in half, and bands the halves, resulting in two 3' 4" wooden casements. Adding hinges and hardware brings the total cost per sash to \$5.75 each as against the \$13.50 price of standard glass sash.

Sheet metal angles can dress up the appearance of a dry-walled outside corner and enable the applicators to make the joint easier and quicker. Have the angles pressed out in a sheet metal shop. Make each leg about 1½ inches with an inside angle of about 85 degrees. This acute angle will permit the outer edges to grip the wall and the corner to project outward about one-sixteenth of an inch. The projecting corner serves as a screed to guide the cementing. Feather the cement out about 9 to 12 inches from the corner on each wall. This metal corner will offer protection in the same manner as plaster corner bead.

To squelch thieves who steal loose lumber from the construction site, a Philadelphia builder packages enough for two days' use. The package is not opened until ready for use. Loose lumber thus lies around only one night. A California builder does the same thing but allows only his foremen to break the strap on the bundle.

Builders cite many advantages to dry-wall construction: Quicker occupancy — no long waiting-period for plasterers to get on the job and for plaster to dry. Builder's own carpenters and painters can apply it. Provides fill-in work to keep crews busy during inclement weather. Requires minimum of clean-up. Can be applied during cold winter weather

without the drying problem of plaster. Home can be completely decorated before occupancy, as this cost can be included in the initial financing. Costs less than lath and plaster when expertly and rapidly applied. Can resist, in some cases, the movement of structural members which would ordinarily crack plaster walls. Keeps moisture out of framing lumber — no tons of water to be evaporated. Many of these advantages, of course, depend on the expertness of application, and the quality of the framing lumber in the walls.



Large volume builders find it more economical to prefabricate gables as well as trusses and deliver them to the job site

Land Planning

A California builder cuts cost of acquiring land by using an option system. For the first parcel of land, he pays a little more than a base price, then gets options on other desired land. This spreads land sellers' incomes over several years, which is a definite tax advantage to them.

The use of longer blocks in housing developments will produce more usable land per lineal foot of utilities, resulting in considerable savings of concrete and metal.

False economies in site planning:

Blasting in solid rock to obtain a basement.

Hauling in tons of fill dirt to achieve the economy of a slab foundation.

Bulldozing land into shape at a fast, efficient rate, then replacing the expensive top soil and ground cover after the houses are built.

When you are developing an area having small lots, a boxy look can be avoided by using duplexes. Lots which are 40 feet wide then appear to be 80 and the entire area has a better appearance, to say nothing of the reduced cost of having one wall in common.

If you generally build on 60-foot lots, try adding 10 feet to the frontage. This will give you room to achieve individuality by varying the relationship of house to garage or house to carport, and also, house and garage to lot. This method of varying the appearance of each house is much less costly and gives more graceful variation than by changing roof lines and the house facades. Savings achieved here more than offset the cost of the extra 10 feet of lot, and the

improved appearance of the subdivision will pay off in added sales.

Equipment

Hoist or lift trucks can cut down on materials handling costs for volume builders. These trucks will lift materials as high as 18 feet. For example, they can be used to load bundles of shingles, building paper, directing onto roofs.

If any hand-sawing is to be done at the building site, use portable electric saws whenever possible.

Equip small tractors with a bulldozer blade to spread fill for slab foundations. The tractor should be small enough to be easily maneuvered between houses.

Use power equipment scaled to the size of your operations. If power wheelbarrows are the right size for carrying and pouring the required amount of concrete, use power wheelbarrows.

High-priced trucks aren't necessary for hauling lumber to site. Use old stripped-down automobiles and farm trailers. Cost of the trailers in many areas is so low that you can afford to buy several of them and leave each trailer parked at the house site until all the lumber is used from it, rather than unload it immediately.

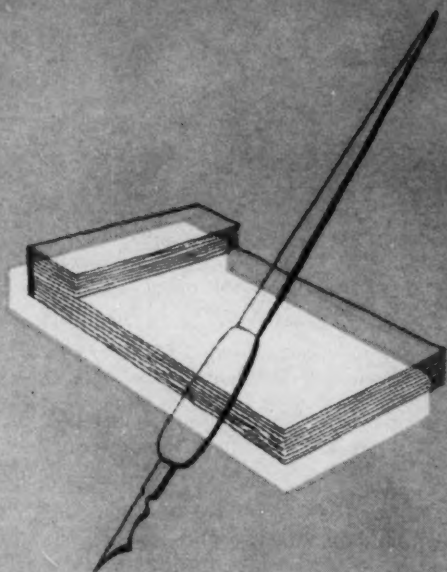
When footings are to be poured for basementless houses use a trenching machine for excavating. This costs less than the use of heavier excavating machines that remove more dirt than necessary.

Get the concrete man off the job as soon as possible by pouring all concrete work at the same time — floor slab, steps, walks, platforms.

Save forming costs for foundation walk by digging eight-inch trenches with a trenching machine, filling the trenches to a level eight inches below grade with concrete, and placing a course of concrete block on top of this. Three courses of brick can then be laid on top of the block to give ample bearing for sills and joists.

Storage closets save costs for volume builders. They are turned out on an assembly line basis and designed with modular dimensions to fully utilize 4' x 8' plywood sheets





MANAGEMENT & MAINTENANCE IDEAS

MORE and more people are investing in income property, believing that real estate is one of the best hedges against inflation. With that trend comes the ever-increasing need for professional management service. The real estate companies which get this new business will be those who haven't let high occupancy rates of the past few years lull them into a false sense of security. Business will go to those firms which are making use of the newest and most practical methods and materials to operate their properties, who realize the importance of good tenant relations, who offer a worry-free service to their clients. From these leading managers the JOURNAL has gathered ideas to increase efficiency and build a reputation for quality management.

• Operating Ideas

Superintendent's Handbook

Rex E. Hieronymus of Aldis & Company, Chicago, found that, although his buildings were running smoothly, there were occasional oversights in policy and practice. To eliminate the need for reminders to each building superintendent when a lapse occurred and detailed schooling of new men, Hieronymus compiled a book — the Building Superintendent's Book of Standing Instructions.

To assure that each building superintendent has been told, instructions in memo form are put into the book and each superintendent is responsible for their compliance. Instructions cover everything from boiler maintenance to cleaning ticker tape off the roof after a parade. Additional memos are occasionally incorporated into it. If the superintendent forgets, for example, to reset the clocks when daylight savings time begins, the manager merely calls at his office, picks up the book, reads him the section on resetting clocks, and leaves the office. Hieronymus says, "You can be sure that for the next 50 years he won't forget to reset the clocks."

Personnel Schools

Several property managers report they are having success in conducting classes and demonstrations of maintenance techniques for their personnel. One manager says two motion pictures produced by the telephone company were useful in demonstrating new methods, tools, and techniques of planning work.

Interval Cleaning

Gerald Scholz of Strong & Brewster, Portland, Oregon, uses interval cleaning, dividing the work of his janitresses into five sections. Monday night a janitress will clean one-fifth thoroughly, both horizontal and vertical surfaces, going into every corner. The other four-fifths of her shift she will clean only horizontal surfaces and such other items as need daily attention. Tuesday she gives full treatment to the second one-fifth, the balance getting the routine daily schedule, and so on through the week.

Scheduling Crews

A painting contractor schedules his crews so that if two men can do a job in seven hours, four men are put on the job to complete it before noon. This eliminates inclination to stretch the job to eight hours. In the afternoon, the men are put on a job that can be finished with a little extra speed by quitting time.

Time Saving

A Chicago property manager found he could eliminate the work of one man in his building by ruling out bronze polishing and ground floor window washing. Lacquer is applied to bronze, and ground floor tenants are required to wash their own windows. Additional savings in cleaning time is realized by sealing cement surfaces.

Elevators

If you have a bank of six elevators or more, you can eliminate one car during the summer vacation period when its absence will not be so noticeable.

More common practice is to provide full service only during rush hours.

Some elevator operators are in the habit of smoking at the top of the hatch in the buildings where there is no automatic scheduling. To eliminate this, allow no waiting period at the top but require them to come to the landing, open the door, close the door, and immediately proceed.

Purchasing Steam

A midwestern manager of a medium-sized building saved several thousand dollars in one year by eliminating boiler operations and purchasing steam from an adjoining building. If you cannot make such a change, perhaps an adjoining building can and you can profit from the sale of steam, to your mutual advantage.

Trouble Makers

"Trouble makers" among his cleaning employees are sought out by D. Price Benton, Building Management, Inc., Wilmington, North Carolina, and reassigned to other groups. Often these workers who appear to be trouble makers simply cannot get along with a certain group, and once assigned to a new group turn out to be excellent workers.

Lighting Changes

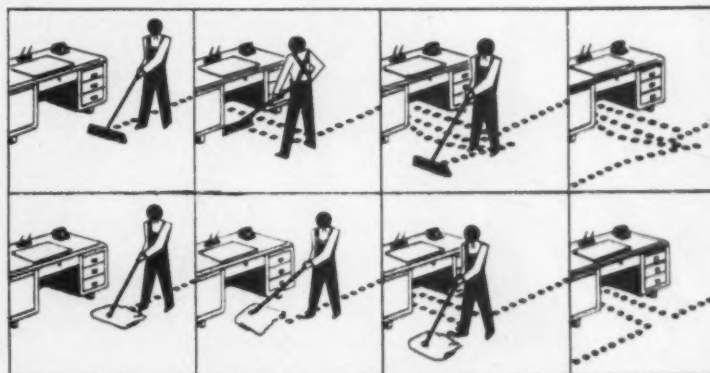
When fluorescent fixtures are installed in tenant areas, provisions may often be made for tenants to pay for time spent cleaning and changing this type of fixture. Scaffolding and cleaning trays facilitate maintenance of such fixtures.

Wallpaper

Encouraging your tenants to use wallpaper may help you save by the elimination of large areas which would otherwise need frequent redecorating.

Damp Sweeping

Damp sweeping — wiping the floor surface with a damp cloth draped over a sweeping tool to eliminate flying dust — is not new, but new developments are improving the idea. Water alone leaves streaks, but chemical solutions eliminate streaking and improve cleaning qualities of the cloth. Damp sweeping cloth is slipped over handle of sweeping tool and allowed to drape loosely over tool head. When both surfaces of cloth become soiled or cloth becomes dry, it is replaced by a clean one. To remove cloth without re-



leasing dirt, handle is lowered to floor so that cloth may be slipped over it. Sweeping strokes are long, usually length or width of room. Tool should not be moved backward or lifted from floor except to change cloth. In medium-sized rooms or smaller, it is best to do edges first, then work toward center and to point of exit.

Paint Shop on Wheels

No need to make frequent trips for extra paint supplies if this truck is loaded properly. It carries all paint and plaster-patching materials, brushes, drop cloths. Scaffolding and ladders are delivered on another truck. After reaching space to be decorated, group leader prepares colors while other men cover furniture and set up scaffold.



Tanks for Cleaning

Double compartment tank for washing fluorescent reflectors, egg crates, glass parts, contains paint cleaner solution in one side, clear water for rinsing in the other. No brush or cloth necessary.

Expensive by the Dozen

Gerald Scholz of Portland, Oregon, found cleaning women were using too many different tools, supplies. He standardized the equipment, eliminating unnecessary tools which required extra maintenance. Number of items was reduced to five seen under "New" in picture below.



Stepladder Saver

Your window cleaners can clean transoms on ground floor store fronts without using a stepladder if they're equipped with this attachment for a squeegee.



Portable Workbench

This carpenter shop on wheels carries bench, vise, assorted tools for repair of doors, hardware, moulding, baseboard, movable walls. Warning signs with suction cup holders are set temporarily on door or other convenient location as safety precaution.



Skip System

E. B. Murray of Kansas City, utilizes a skip system of cleaning. Cleaning assignments are divided into six equal portions (area and/or workwise) and one portion (one-sixth of total assignment) is cleaned thoroughly each night. Other five portions get dusting of horizontal surfaces, ash trays and waste baskets emptied.

• Decorating Ideas

A Portland, Maine, property manager has been using pastel shades and satin finish paints almost exclusively. He says the satin finish paints seem easier on the eyes and stand up for longer periods between paintings.

By employing an excellent painting foreman who is in charge of decorating all its properties, a Minneapolis management firm has cut its costs about 40%.

In Worcester, Massachusetts, a manager has his crew mix up special paint colors and then submits them to a paint manufacturer to duplicate. The tailor-made color and quality has special appeal for tenants.

A New Haven manager has cut decorating costs by eliminating all dados in all areas of one of his buildings.

To add beauty and cut down on eye-strain, a Wheeling, West Virginia, property manager is confining all colors to soft pastels. He says tenants prefer light greens and blues, turquoise, coral, rose.

It is advisable to let the tenant's wife make color selections, says a Houston manager.

An Oakland, California, manager recommends decorative wallpapers in rooms where they would be appropriate. He says it is difficult to sell but is cheaper to remove than paint-layered walls and more satisfactory when completed.

Venetian blinds are painted to contrast or harmonize with wall colors in the properties managed by a Memphis real estate company.

A Nashville management firm strives to reduce glare by judicious selection of colors in combination with fluorescent fixtures. Fixtures of the "egg crate" variety are selected and installed to give 25 to 30 candlepower throughout office areas. The company finds that colors slightly darker than pastels give the best results.

Decorating is less expensive in the long run if quality paints are used, says a Chicago property manager. The durability and washability of good paints far outweigh the original savings of cheaper paints, he explains. Where redecorating is necessary in shorter periods of time, the manager shares the extra expense of quality paints with the tenant.

Chair rails have been eliminated by a Billings, Montana, manager by installing a double layer of asphalt tile along the baseboards to keep chairs away from the walls.

Brochures of color samples are presented to tenants by a Minneapolis manager. Also included is semi-scientific data as to why certain colors should be used on certain exposures and information on light intensities and how they help determine shade values.

A good grade of washable paint is used by a St. Louis management company. Walls are washed as often as once a year. When redecorating for a tenant, the entire premises are given a housecleaning, prompting the tenant to rejuvenate his own furnish-

ings. All walls are starched after redecoration to preserve paint and obliterate any irregularities in wall washing.

Roller stippling has been found effective by a Des Moines manager. He says it hides rough spots in plastering, seems to wash better, and eliminates brush marks and streaking. He says a roller stipple job will stand up about a year longer than a straight brush job.

An Omaha manager uses two standard colors exclusively. His painters mix their paints by a set formula and, if any damage is done to freshly painted suites, the walls can be easily and economically restored by using the standard color mix.

• Tenant Goodwill

Selecting the Tenant

Give complete interviews to tenant applicants. Talk over their problems and requirements; give accurate picture of rental situation.

Study applicant's background and reputation to assure compatibility as to family's structure, age, income with other tenants.

Thorough screening helps eliminate collection problems, high rate of turnover, and builds goodwill among all tenants.

Check to see if the applicant knows any tenants in the building where there is a vacancy. Check with that tenant for a recommendation.

When you have a vacancy, give honest consideration to those on your waiting list in their order of priority. If you do not have a waiting list, explain to applicants that every vacancy is advertised in the newspaper so all applicants will have an equal opportunity.

Rent Collections

Establish a regular collection policy and thoroughly explain that policy to the applicant before he becomes a tenant.

Be sure your tenants have a good credit standing. Time spent in thorough investigation will lower your costs, tenant turnover, minimize ill feeling caused by tenants who are turned out for non-payment.

When collection is slow, send second notice for five days after due date. Never write "Please!" across bill. Follow second notice five or 10 days later by phone or personal call.

Non-payment should result in quick eviction, but be sure to explain circumstances to other tenants to eliminate misunderstandings, future collection problems.

All of your collection practices should be based on a firm but friendly policy.

Tenant Regulations

Too many regulations which are necessary to the well-being of all tenants and the property itself are

only verbal. Write out the rules protecting the tenants and property, have copies printed, distribute them to each tenant, local offices of rent, public health, police and fire departments.

Regulations should cover such points as collection dates, subletting, disposal of refuse, inspections, use of appliances, solicitors, parties, deliveries, redecoration, physical changes in property, damages, use of gas and electricity.

Require tenants to sign regulations and recognize that if they do not comply they will have to vacate. Explain to tenants that rules are for their own protection as well as the owner's.

A member of your office should make inspections twice a year to discover violations of regulations such as subletting, careless housekeeping. Make the tenant feel this is more of a personal call than an inspection.

Little Things Make the Difference

Good tenant relations are impaired if entrances, hallways, stairways, interiors of elevators are not kept spotless at all times.

Maintenance personnel should be thoroughly instructed in their duties in keeping property clean and in good repair. They are not the managers and should therefore refer all complaints to the management office.

Require janitors or maintenance men to wear during duty hours summer- and winter-weight washable jackets and trousers. It makes their appearance neat and gives your buildings a more favorable appearance.

Ventilation is important in making and keeping good tenant relations. If individual units are not equipped with ventilating fans, there are products available that can be used in the halls during cooking hours which banish offensive odors promptly.

Tenants with children should be given units on first and second floors so that they may have easiest access to outdoors, thus minimizing noise.

Schedule units accurately so that space is not wasted. Larger units should go to larger families, smaller units to smaller families.

Write tenants a note of sympathy if there is death or illness in the family, a note of congratulations if a new baby is born or a child graduates or marries. This makes friends of tenants.

If a tenant wants a service performed, such as cleaning out the drain of a wash basin, have him fill out a service request for the job. When the work has been completed, he should sign the same ticket again, indicating that the work has been done. This cuts down on complaints, provides the manager with a permanent record of services performed, and improves tenant relations.

Hire an attractive young lady as a service inspector for your company. She should be dressed in a good-looking uniform with the service insignia of your company on her sleeve. She should contact tenants regularly, discussing any problems they may have regarding the building. If the tenant is busy, she should leave her card. She can also make notes on the condition of the properties she visits and turn these in to your service department.

● Getting New Business

To build a profitable management business takes years of work, personal contacts, and astute public relations. Like any sound enterprise, this business is a matter of growth, of careful planning and operation. There is no magic key to it, no single bright idea that will set you on the road to doubling your operations overnight. So the ideas that we give here are mostly of the sort that will result in long-term improvements in your position.

Direct mail can be a powerful instrument in getting new management business. This means more than an occasional letter, however; it means a sustained campaign to build goodwill and to establish and maintain your position as a leading management firm.

In every community there are hundreds of people who, even if they own no income property themselves, are in a position to influence others who do. Among these are lawyers, bankers, doctors, ministers, businessmen, realtors who have no property management business of their own. A goodwill program directed at this group and other leading citizens will, over a period of time, establish your prestige so soundly that you'll find these people are recommending you to building owners. This sort of program can't be mere advertising. It should be built around friendly letters, personal contacts, and publications in which a direct commercial is absent or at least very much subdued.

An excellent sales point to stress to clients buying commercial property is the desirability of avoiding personal contact with tenants.

As a special service to your clients, provide regular and systematic evaluation of realty holdings. Analyze properties in a way that will be useful for estate and tax purposes. This will be appreciated by the owner. It will also give him an accurate picture of his holdings, stimulate him to diversify and balance investments — to buy and sell.

At times, you may find it good business to invest some of your funds in a property, making your management of the building a condition of participation.

Budget the time you spend soliciting new business. Set aside certain hours for this purpose each week and stick to your schedule.

Visitors, consciously or subconsciously, often form their impression of the building from the management office in the building. So it pays to allot good space to that office and splurge a bit on decoration and furnishings.

Take before and after pictures of all modernization done under your management. These will often be invaluable in getting new business.

Management briefs are an effective way of showing prospective client your experience and background. Brief should contain biography of company, examples of managed properties, vital statistics about

his building, operating analyses, departmental divisions, summation, and proposal.

Keyes Company, Miami, manages more than 2,400 properties, keeps up a steady barrage of publicity and advertising like the sample above. One full-time man maintains continuous contact with well-known property owners. Others in department keep in touch with other owners, insurance company real estate departments, FHA and other government officials.

• Ideas for Your Office

Accounting Card

A master accounting card used by Van Schaack & Co., Denver, contains tenant's name, property address, owner's code number and address, rental rate. With machine accounting, the master card can be used to reproduce rental notices, disbursement and receipt cards, statements.

TENANT NAME		STREET NO.		STREET NAME		CITY OR TOWN		AMOUNT		DATE	
VAN SCHAACK & CO.		724 SEVENTEENTH STREET		DENVER 2, COLO.							
REAL ESTATE - INSURANCE		LOANS - LEASES		PROPERTY MANAGEMENT							

THIS IS A MONTHLY TENANCY UNLESS OTHERWISE PROVIDED FOR BY WRITTEN AGREEMENT. AMOUNT DUE IS FOR THE CALENDAR MONTH SHOWN UNLESS OTHERWISE INDICATED. RENTAL LEASES ARE UNLIMITED.

Tenant Data

Visible margin, indexed cards on pull-out panels give finger-tip information on all tenants and apartment units in the managing office of the Stonestown project, San Francisco. Each card, segregated by ar-



rangement and color, gives at-a-glance history of tenant and apartment.

Simple Lease

In only 992 words of common, understandable English, Gross-Morton of New York has developed an apartment lease covering all special provisions of apartment renting that were previously set forth in 8538 multi-syllable words.

LEASE made _____ whereby WE, WINDSOR PARK CORPORATION, the landlord, lease and YOU, _____ the tenant, take Apartment _____ in building _____ at _____, Bayside, New York, for a period of two years from the date the apartment is ready for occupancy, at a rent of \$ _____ a month, payable in advance, without demand, on the first day of each month.

SECURITY AGREEMENT:

We have received \$ _____ security for your performance of this lease

- Which we will return if
 - you cancel BEFORE notice of occupancy date is mailed, or
 - we cancel because the Government takes the building or any part of it, or
 - we cancel because the building is damaged and we decide not to repair it, or
 - this lease remains in effect for the full two year period;
- Which we will keep if
 - you cancel AFTER notice of occupancy date is mailed and before the lease begins, or
 - we cancel because YOU DO NOT OBSERVE this lease and the regulations which are a part of this lease, or
 - you do not leave the apartment in good condition, regardless of how or when the lease ends or is cancelled.

If you cancel after the lease begins, we will return \$ _____ for each full month's rent paid, and keep the balance.

WE AGREE TO:

- Give you thirty days notice by registered mail of the date the apartment will be ready for occupancy;
- Deliver the apartment in good condition;
- Supply at no extra charge the following:

Gas	Window screens
Electricity	Use of:
Heat as required by law	Washing machines
Hot water	Drying machines
Cold water	Television antenna
A refrigerator	Incinerators
A gas range	Parking areas
A sink and laundry tub	Playgrounds
Kitchen floor linoleum	Storage & Carriage rooms
Venetian blinds	

YOU AGREE TO:

- Pay all RENT at our office or other place we specify;
- Observe the regulations which are part of this lease;
- Leave the apartment in good condition when you move out.

BOTH OF US AGREE:

- We may repair any damage caused by you and charge the cost to you as ADDITIONAL RENT;
- You will receive no rent reduction or compensation for inconvenience due to repairs or interruption of service unless caused by our negligence.

YOU MAY CANCEL THIS LEASE ANY TIME:

- BEFORE the lease begins by delivering in person to our office your signed copy of this lease. If notice of occupancy date has been mailed, we will keep the security;
- AFTER the lease begins, if your rent is paid, by sending a signed notice by registered mail, postmarked thirty days before the day you select.

WE MAY CANCEL THIS LEASE BY GIVING YOU:

- THREE DAYS' NOTICE if the building is damaged and we decide not to repair it;
- FIVE DAYS' NOTICE if you do not observe this lease and the regulations which are part of this lease. In this case we will keep the security;
- Whatever notice we receive if the building, or any part of it, is taken by the government for any reason.

BOTH OF US ALSO AGREE:

- If you do not move out when this lease ends or is cancelled we may
 - bring dispossession proceedings, or
 - charge you DOUBLE RENT;
- If you do not leave the apartment in good condition when you move out
 - we will keep your security, and
 - you will pay on demand as damages all costs of cleaning and repairing the apartment;
- If you do not pay the RENT, ADDITIONAL RENT or DOUBLE RENT
 - we may bring dispossession proceedings, or
 - sue you for the unpaid rent;
- If we bring dispossession proceedings you will pay on demand as damages
 - all costs of summary proceedings and other legal actions including attorney's fees;
 - all other expense of removing you;
 - the cost of redecorating and repairing the apartment.

BOTH OF US SPECIALLY AGREE:

- We have not guaranteed a specific delivery date for the apartment.
- You will not assign this lease.
- You will not sublet your apartment or any part of it.
- We have made no promises except those in this lease.
- This lease can be changed in writing only, signed by both of us.
- This lease is subject to all land leases or mortgages now or hereafter placed on the property.

WINDSOR PARK CORPORATION (WE)

BY: _____

(X) _____ (YOU)
(SIGN YOUR NAME HERE)

Management Reports

On periodic inspections, Huss Brothers, Pittsburgh, fills out 31-item management reports to keep up-to-date records of exact physical conditions of all properties under its management. For lease renewals, colored form lists special requests for repairs requested by tenant and agreed to by owner and manager.

Operations Statement

Abbott & Adams, Inc., New York, uses this statement of operations to show complete breakdown of expenses. It is made up directly from a combination cash book and tenant ledger sheets and is typed in duplicate. This, along with the firm's new accounting system, allows two bookkeepers to handle almost double the volume as formerly.

ABBOTT & ADAMS, INC.

STATEMENT OF OPERATIONS OF

Premises	For Month of	19
Client		
<hr/>		
RECEIPTS		
<hr/>		
BALANCE FROM		
TOTAL CREDITS		
DISBURSEMENTS		
Advertising		
Brokerage		
Electricity		
Fuel and Heat		
Gas		
Insurance		
Legal and Collection Expense		
Maintenance Contracts		
Management Fee		
Miscellaneous		
Payroll		
Painting and Decorating		
Repairs (Including Supplies and Maintenance)		
Building, Masonry and Iron Work		
Carpentry		
Electrical		
Elevator		
Miscellaneous		
Plumbing and Steamfitting		
Refrigerator		
Roofing and Waterproofing		
Shades, Shower Curtains, Glazing and Awnings		
Supplies		
Taxes (Other than Real Estate)		
Telephone		
Uniforms		
Water		
<hr/>		
TOTAL OPERATING DISBURSEMENTS		
Furn. Eqp., Etc.		
Interest on Mortgages		
Taxes and Assessments—Real Estate		
Remittance to Owner		
<hr/>		
TOTAL DISBURSEMENTS		
BALANCE		

• Estimating Water Heater Costs

Standard practice is to use a temperature rise of 100 degrees for year around domestic use of water.

Water usage: 40 gallons per day per person for residences, apartments, hotels; two gallons per day per person for office buildings. Determine annual gallonage by multiplying by 365 days for home use, 300 days for office use.

Conversion factor: one gallon of water equals 8.33

pounds, which require 8.33 btu per hour to raise its temperature one degree; 100-degree rise in water temperature from the main; btu content of fuel used, oil in gallons, coal in pounds.

Efficiency of conversion of fuel combustion to raising water temperature 100 degrees F. is about 50% with indirect hot water coils and 60% with direct steam coils. Example of 50% efficiency rating:

$$\begin{array}{r} \text{OIL} \\ 8.33 \text{ lbs.} \times 100^\circ \text{ F.} = .0119 \text{ gal. oil per day} \\ 140,000 \text{ btu} \times .50 \quad \text{per gal. of water} \end{array}$$

$$\begin{array}{r} \text{COAL} \\ 8.33 \text{ lbs.} \times 100^\circ \text{ F.} = .000069 \text{ tons of coal} \\ 12,000 \text{ btu} \times 2,000 \text{ lbs.} \times .50 \quad \text{per gal. of water} \end{array}$$

For easy figuring use .069 tons per 1,000 gallons of water.

Example: An apartment house has 100 apartments and tenancy of 100 people.

$$125 \times 365 \times 40 \times .0119 = 21,717.50 \text{ gallons of water per year.}$$

• Watch Those Maintenance Costs

If property is in good condition when tenant moves in, maintenance costs for one year should not exceed one and one-half month's rent, one month's rent in low rent units.

Maintenance costs should be figured in lease rental agreed upon.

Chart costs by card system for each property. Note cost, type of work, when work was done.

Keep to a maintenance schedule to avoid calls for unnecessary repairs. When tenants have to make several requests for work they can usually think up a dozen other items of no actual importance to basic condition of the property.

Make inspections in the spring of the year. Person making inspection should tell tenant that owner cannot grant every request but wants to do what he can to make property livable and comfortable.

Take special care to select the right kind of tenant for the property. Best method is to establish strict rental policy and adhere to it. A family of eight in a four-room apartment is obviously overcrowded, and will result in increased costs.

Best method of ascertaining costs is to get bids from contractors. But this is impractical for management office handling hundreds of units. It takes too much time and displeases tenants. Better method is to estimate by using piece-work labor technique. For example, buy your own paint and hire one contractor to handle all work, if possible. Experience will show you whether cost will exceed amount allotted to that property. By using one contractor, you can figure your estimate more exactly and he can take on and let off men as he needs them.

Keep accurate cost records to analyze fairness of bills and to show owner that you are doing more than collecting rent.

• Check Chart . . . for modernization and maintenance

Exterior

First floor: entrance doors, windows, base, sidewalk, belt course.

Upper floors: exterior finish, exterior trim, window sash, window ledges, fire escapes, cornices.

Roof: skylights, parapet walls, coping, flashings, ventilating ducts, smoke stack, down spouts, flag pole, signs, television antennae.

Interior

Basement: boiler room, machinery room, storage rooms, employees' rooms, foundation walls, floors, fireproofing of columns.

First floor: main entrance doors, vestibule finish, entrance mats, main lobby walls and ceilings, floors, elevator entrance doors, stairs, mail and package boxes, fire hose cabinet, general layout.

Typical floors: general layout, column spacing, corridors, stairs, rooms (layout, floors, walls, trim, doors, windows, appliances, plumbing).

Elevators

Signal system, interlocks, floor doors, door operators, cable equalizers, cables, sheaves, motors, relay equipment, penthouse ventilation, cab finish, lighting, floors, gates, ventilation, hatchway finish.

Steam Power Plant

Source-central station: valves-main control, regulation, meters, insulation, lines, rates, radiation rates.

Boilers: stokers, fuel scales, hoppers, recording

thermometers, meters, ash handling equipment, economizers, hot water heaters, incinerator.

Heating System

Main station control, risers, returns, insulation, radiators, room temperature control, recording thermometers, condensation meters.

Ventilating and Air Conditioning

Main blowers, refrigerating compressors, evaporation coils, piping, filters, duct work, humidifiers, dampers, grille work, waste water disposal, thermostats.

Plumbing

Waste condition, main meter, water softening apparatus, deaerator, deactivator, pumps, heaters, hot water lines, cold water lines, faucets, lavatories, waste lines, expansion joints, gas meter, gas piping.

Electric System

Risers, submeters, transformers, wattage, distribution panels, conduits, switches, lighting fixtures, base receptacles, low tension system, buzzer, intercommunicating system, street lighting.

Fire Protection

Sprinklers, hose stand pipes, hose, hose cabinets, fire extinguishers.

Hardware

Door locks, door checks.

Getting Along With Your Employees

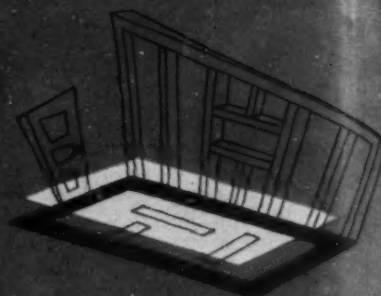
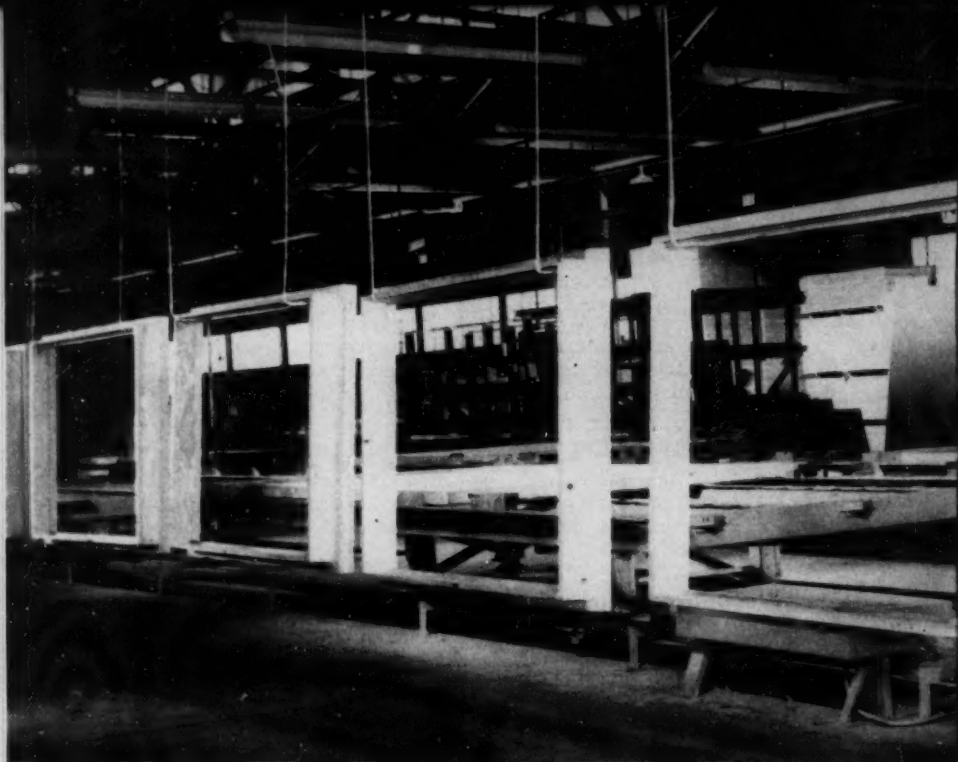
Do's

1. Thoroughly acquaint each employee with organization and property:
 - a. Physical aspects of property
 - b. Functions of the property
 - c. Services rendered to tenants
 - d. Importance of proper tenant relations
 - e. Importance of proper co-worker relations
 - f. Introduction to fellow-workers
 - g. Give outline of schedule and standard of work expected of him
 - h. Inform him of the payroll procedure
2. Inform employee of advantages and services offered him:
 - a. Prospects of promotion and salary advances
 - b. Life insurance
 - c. Overtime work and pay rates
 - d. Vacations and holidays
 - e. Employee plans and bonuses
 - f. Social activities

3. Make regular inspections to ascertain quality and quantity of employee's work. Reports should be made on progress.
4. Properly train each employee in his duties.
5. Watch employee to see if he possesses any special abilities, whether or not he is better doing routine work or a variety of work.
6. Do everything possible to build morale. Loyalty depends on treatment employee receives.

Don't's

1. Don't "bawl out" an employee in the presence of others
2. Don't discriminate
3. Don't play favorites
4. Don't allow a man to lose confidence in his foreman or employer.



PREFABRICATED

HOME IDEAS

A HEALTHY, consistent growth in the demand for prefabricated houses indicates that prefabricators have cut their eyeteeth and sunk them solidly into the new-home market. Many of the early disadvantages of prefabs have been eliminated. Much of the public distrust caused by exaggerated government claims and lack of diversified design in the houses themselves has been overcome. Fly-by-night builders and get-rich-quick dealers have been weeded out. The efficiency of factory methods has been improved to a point where builders are now turning to the packaged house as a means of offering better value.

Builders Find These Prefab Advantages Especially Inviting

- Easier financing
- Quicker construction
- Minimum on-the-site labor
- Less subcontracting
- Less working capital
- Certainty of costs
- Rapid turnover of capital
- Less bookkeeping

ONE early blot on the prefab picture was the willingness of some manufacturers to sell through dealers who had little or no knowledge of building and merchandising homes. Prefabricators now generally realize that the established real estate builder is their logical outlet and they have set up high qualifications for dealers. Besides requiring an impeccable local reputation, nearly all of them also insist on adequate sales and building experience.

The working capital requirements for a dealer are not large. There is no long-term tie-up of money in materials, warehouse space. Though the house package varies with the manufacturer, the dealer knows in advance exactly what he will get and he can figure his costs closely. Many manufacturers offer dealers financing assistance. Some provide construction loans, nearly all are willing to help obtain local financing.

The prefabricator makes every effort to deliver the house when desired. This makes close planning possible. Subcontractors will find little difficulty in keeping to a prearranged schedule because the work from house to house is very similar. Most prefabs require

no special equipment for erecting, though truck-mounted cranes are practical and their use will pay in large projects where they can be kept busy. Some of the larger homes are erected more easily with the use of hoisting frames.

The amount of subcontracting needed differs with the type of prefab. Some firms go so far as to furnish plumbing, heating, and wiring in the house package; others furnish only the structural panels — and there's any amount of variation between these two extremes.

Naturally, the prefabricated home offers much less flexibility in style and floor plan than the custom-built job. However, this weakness is not nearly so great as it was in the early stages of prefabrication. It is being steadily improved as manufacturers offer a wider and wider selection of plans. It is also worth noting that many prefabs are now being built in such a way that several variations of floor plan are possible with one package. And there is a trend by some of the larger manufacturers to provide luxury-type homes, complete with four bedrooms, two baths, even entire walls of glass.

Directory of prefabricated home manufacturers*

Admiral Homes, Inc.

178 Provost Road, Pittsburgh 27, Pennsylvania.

Trade area: 300-mile radius.

Local subcontracting: Admiral supplies lumber and millwork; all other trades are subcontracted.

Delivery time: 10 to 14 days.

Time required to erect house: Six men can erect shell in between two and three days.

Number of basic floor plans: 14.

Price range: \$7,500 to \$14,500 complete.

Minimum order requirement: Five per year.

Dealer qualifications: 1) Must be in presently unassigned territory.

2) Must have mortgage, real estate, or building experience.

3) Dealer who has exclusive franchise must build model home.

Financing arrangements offered to dealer: None. But firm aids in getting construction loans, mortgages, and other financing.

Special equipment required to erect house: None.

American Houses, Inc.

165 West 46th Street, New York 19, New York.

Trade area: Eastern United States.

Local subcontracting: Carpentry labor, plumbing, heating, masonry, electricity, painting and decorating.

Delivery time: About two weeks.

Time required to erect house: A six-man crew can erect and close in shell in about one day. Turn-key job in a project takes three or four weeks.

Number of basic floor plans: Over 100.

Price range: \$6,000 to \$50,000 for finished houses.

Minimum order requirement: None.

Dealer qualifications: Sell only to established builders.

Financing arrangements offered dealers: None beyond assistance in locating adequate local financing.

Special equipment required to erect house: None.

BEST HOMES

(See page 16) 628 West Lake Avenue, Peoria, Illinois.

Trade area: 500-mile radius.

Local subcontracting: Plumbing, wiring, finish painting, guttering, foundation, heating.

Delivery time: About 10 days.

Time required to erect house: 64 to 120 man-hours, depending on size of house and using 8- or 9-man crew.

Number of basic floor plans: Eight.

Price range: \$7,500 to \$11,000, exclusive of land.

Minimum order requirement: New dealers are required to order a minimum of five in order to get a franchise.

Dealer qualifications: Any reputable realtor or builder of sound financial rating is eligible for franchise.

Financing arrangements offered dealer: At present, terms are C.O.D.

Special equipment required to erect house: None.

E. F. Hadgson Company, Inc.

Dover, Massachusetts.

Trade area: 500—1,000-mile radius.

Local subcontracting: Erection, foundation,

*Members of the Prefabricated Home Manufacturers Institute with greater than local distribution.

plumbing, heating, wiring, decorating.
Delivery time: Generally ready before foundation.

Time required to erect house: 50% of the floor area in man hours.

Number of basic floor plans: No standard.
Price range: \$9,000 up.

Minimum order requirement: None.

Dealer qualifications: No dealers. Sell direct.

Special equipment required to erect house: None.

Florida Builders, Inc.

700 43rd Street, St. Petersburg, Florida.

Trade area: 300-mile radius.

Local subcontracting: Foundation, plumbing, electrical, plastering, masonry, decorating.

Delivery time: One to two weeks.

Time required to erect house: An eight-man crew erects smaller models in one day, larger models in a day and a half.

Number of basic floor plans: 25.
Price range: \$2,150 to \$3,700 for the package. They sell locally for \$4,700 to \$9,250 on purchaser's lot.

Minimum order requirement: No minimum requirement, but place franchise with expectation of selling one per month.

Dealer qualifications: Must subscribe to NAHB code of ethics, maintain an office, have good local standing, sell houses at reasonable price, make no changes in architecture without manufacturer's permission.

Financing arrangements offered dealers: Manufacturer has an interest in Builders Mortgage Corporation and through this firm can often assist dealers.

Special equipment required to erect house: None.

GBH-Way Homes, Inc.

Walnut, Illinois.

Trade area: 500-mile radius.

Local subcontracting: Carpentry, masonry, heating, wiring, plumbing, painting.

Delivery time: 30 days.

Time required to erect house: Six-man crew can erect shell in one or two days.

Number of basic floor plans: 35.
Price range: \$2,950 to \$6,000 for the GBH package.

Minimum order requirement: None.

Dealer qualifications: Good local reputation, some sales and some building experience.

Financing arrangements offered to dealers: None beyond cooperation in getting VA and FHA approval.

Special equipment required to erect house: None.

General Industries, Inc.

3033 Wayne Terrace, Fort Wayne 5, Indiana.

Trade area: East coast to Rocky Mountains, north of Mason Dixon line.

Local subcontracting: Electrical, plumbing, decorating, heating.

Delivery time: Seven days.

Time required to erect house: Eight men can put up all walls, ceilings, roof (including shingling) in eight days. It requires another nine days to complete house. This doesn't mean, a company spokesman says, that eight men are working on the house all nine days.

Number of basic floor plans: Nine.

Price range: \$4,750 to \$12,000, not including land.

Minimum order requirement: None.

Dealer qualifications: Minimum of \$15,000 working capital, and experience in building or allied fields.

Financing arrangements offered to dealers:

- 1) Package financing.
- 2) Construction financing.
- 3) Permanent mortgage financing for dealer's customers.

Special equipment required to erect house: None.

The Green Lumber Company

Laurel, Mississippi.

Trade area: National.

Local subcontracting: Foundations, erection, utility services, painting.

Delivery time: Two to three weeks.

Time required to erect house: An experienced crew of 12 to 14 men can erect an average size house in about 16 hours.

Number of basic floor plans: Ten. On project work, owner's designs are frequently adapted to prefabrication.

Price range: \$6,500 to \$12,500, erected and equipped.

Minimum order requirement: None.

Dealer qualifications: No dealers. Deal directly with owners, builders, and developers.

Financing arrangements: None.

Special equipment required to erect house: None.

GUNNISON HOMES, INC.

(See back cover) New Albany, Indiana.

Trade area: From Florida to Colorado to North Dakota to Maine.

Local subcontracting: Generally, Gunnison dealers employ local subcontractors for lighting and wiring only.

Delivery time: Work on a prescheduling system: delivery made to dealers as desired.

Time required to erect house: An experienced crew of six men and one supervisor can erect average Gunnison home in five hours. An additional 10 or 12 days are required before it is completely ready for occupancy.

Number of basic floor plans: Wide variety.

Price range: \$7,000 to \$12,000.

Minimum order requirement: None.

Dealer qualifications: Acceptable personal and financial background, experience in real estate and mortgage financing, and a proven building record.

Financing arrangements offered to dealers: At present Gunnison offers an interim financing plan to assist dealer during period of construction.

Special equipment required to erect house: None.

HARNISCHFEGER CORPORATION

(See page 8) Houses Division, Port Washington, Wisconsin.

Trade area: From New York to Florida to Kansas to Minnesota.

Local subcontracting: Plumbing, heating, masonry, electrical.

Delivery time: Ten days between order and shipping date.

Time required to erect house: 20 to 25 working days are necessary to complete the house, ready for occupancy. Three carpenters and three laborers required for package erection.

Number of basic floor plans: Six.

Price range: \$7,000 to \$12,000.

Minimum order requirement: None. But if three houses are ordered within first 60 days after a dealer is established, erection supervision for first house is supplied free.

Dealer qualifications: Sound organization, construction know-how, and must have competent crews. If they are equipped to handle plumbing, heating, masonry, and wiring, so much the better.

Financing arrangements offered dealer:

Builders Acceptance Company has been formed with sole purpose of aiding P&H dealers in financing homes they erect.

Special equipment required to erect house: None.

Houston Ready-Cut Homes, Inc.

P. O. Box 124, Houston 1, Texas.

Trade area: Texas and Louisiana.

Local subcontracting: Foundation, plumbing, wiring, painting.

Delivery time: About 30 days.

Time required to erect house: A five-man crew does it in five days.

Number of basic floor plans: Eight.

Price range: \$3,600 to \$9,100.

Minimum order requirement: None.

Dealer qualifications: All sold through affiliate company.

Financing arrangements offered dealer: None.

Special equipment required to erect house: None.

Ivon R. Ford, Inc.

McDonough, New York.

Trade area: Eastern United States. A subsidiary company, Factory Built Homes, Inc., handles project work and offers a licensing arrangement in territories beyond economical trucking distance from pilot plant.

Delivery time: Usually within one week after foundation is ready.

Time required to erect house: An eight-man crew can erect panels in three hours. Complete carpentry work takes about 220 man-hours, including roofing and siding.

Number of basic floor plans: Over 50.

Price range: Four-room and larger houses cost from \$7,000 to \$35,000 for complete, turn-key job.

Minimum order requirement: None. But a discount is offered builders who can operate on a firm, predetermined, year-round schedule.

Dealer qualifications: Must be reputable builders or realtors who will act as general contractor for complete, ready-to-live-in units. Must be qualified to handle erection of panels, under factory supervision. Must erect a model.

Financing arrangements offered to dealers: Interim construction financing available to dealers with firm mortgage commitments.

Special equipment required to erect house: None.

Knox Corporation

Thomson, Georgia.

Trade area: 500-mile radius.

Local subcontracting: Brick work, roofing, decorating, plumbing, electricity, landscaping.

Delivery time: About 10 days.

Time required to erect house: Six to ten hours with a crew of two carpenters and eight laborers.

Number of basic floor plans: 11.

Price range: \$6,000 to \$13,000, exclusive of land.

Minimum order requirement: None.

Dealer qualifications: Financial stability; proven ability in the fields of management and construction.

Financing arrangements offered to dealers: Deferred payment of the house package. Construction financing when none is available locally.

Special equipment required to erect house: None required, but on large projects a crane has been found a time- and labor-saver.

Lumber Engineering Company

7742 Greenfield Road, Dearborn, Michigan.

Trade area: Currently, 450-mile radius. Plans call for two new plants in the near future: one in New York State, the other in the Iowa-Missouri area.

Local subcontracting: Masonry, plumbing, wiring, painting, heating.

Delivery time: At present, two weeks.

Time required to erect house: 60 to 80 man-hours to erect house ready for plumbing and wiring.

Number of basic floor plans: 13, each suitable for either slab or basement and each available in five different elevations.

Price range: \$8,000 to \$15,000, not including land.

Minimum order requirement: None.

Dealer qualifications: Experience and a sincere desire to conduct a building operation that will be a credit to the industry.

Financing arrangements offered to dealers: None at present beyond a certain amount of credit. A financing plan is now being developed.

Special equipment required to erect house: None.

Lumber Fabricators, Inc.

Fort Payne, Alabama.

Trade area: About 800-mile radius.

Local subcontracting: Don't furnish erection crews; therefore, all work arranged by builder with local contractors.

Delivery time: Three weeks.

Time required to erect house: Almost all units can be under roof in two to five days, using a six-man crew.

Number of basic floor plans: 85. Due to custom-building service, variation is infinite.

Price range: Extremely flexible.

Minimum order requirement: None.

Dealer qualifications: Must have demonstrated ability to erect homes that are a credit to the industry.

Financing arrangements offered to dealer: Require a 20% down payment, balance in 120 days. This gives dealer time to close the loan.

Special equipment required to erect house: None.

Midwest Houses, Inc.

P. O. Box 34, Mansfield, Ohio.

Trade area: 200-mile radius.

Local subcontracting: All local subcontracting normally employed in the building of a conventional house.

Delivery time: Two weeks. Rate of delivery can be scheduled to meet project requirements.

Time required to erect house: 200 man-hours. A three- to five-man crew is needed.

Number of basic floor plans: About 10 currently in production, but will meet builder requirements for all project work.

Price range: \$8,500 to \$20,000.

Minimum order requirement: None.

Dealer qualifications: Must be builder, or realtor who has working arrangement with local builder.

Financing arrangements offered dealer: All arrangements handled locally.

Special equipment required to erect house: None.

NATIONAL HOMES CORPORATION

(See page 20) Lafayette, Indiana.

Trade area: Atlantic coast to Colorado, Wyoming, and Montana, with the exception of New Mexico, Texas, and Florida.

Local subcontracting: Usually the site work, masonry, heating, plumbing, sheet metal work, electrical work, painting, decorating.

Delivery time: Six days.

Time required to erect house: 108 to 130 man-hours.

Number of basic floor plans: 27.

Price range: \$7,000 to \$25,000, complete and including lot, walks, and landscaping.

Minimum order requirement: No requirement, but National likes dealers to have a program that calls for at least two houses a month.

Dealer qualifications: Sufficient assets and conformation with a list of requirements issued by company.

Financing arrangements offered to dealers: Construction money and final mortgage financing.

Special equipment required to erect house: None.

New Century Homes, Inc.

Lafayette, Indiana.

Trade area: 400 miles, plan to expand.

Local subcontracting: Plumbing, electrical, foundation, heating, decorating.

Delivery time: Approximately one week.

Time required to erect house: Experienced crew of six or seven can erect it in four or five hours.

Number of basic floor plans: 42.

Price range: \$6,300 to \$12,000, exclusive of lot.

Minimum order requirement: None.

Dealer qualifications: Must be experienced builders with adequate resources and knowledge of FHA, VA, and mortgage financing.

Financing arrangements offered dealer: Assistance in locating mortgage and construction financing, when needed.

Special equipment required to erect house: None.

Page and Hill Homes

Shakopee, Minnesota.

Trade area: 800-mile radius.

Local subcontracting: All except erecting of home.

Delivery time: About two weeks.

Time required to erect house: Six men can erect a Page and Hill house in one day, ready for shingling. Balance of work can be completed in five to six days by a four-man crew.

Number of basic floor plans: Six.

Price range: \$6,500 to \$12,000, without lot.

Minimum order requirement: None.

Dealer qualifications: 1) must have sufficient liquid capital for program in keeping with territory assigned. 2) Must agree to handle Page and Hill houses only. 3) Must guarantee house to owner for six months after completion.

Financing arrangements offered to dealer: Houses are shipped against a statement from a lending institution guaranteeing payment for house package upon closing in of house.

Special equipment required to erect house: None by dealer. Company tractors are equipped with a boom for unloading.

PEASE WOODWORK COMPANY

(See page 4) Cincinnati 23, Ohio.

Trade area: East of Mississippi river, with exceptions.

Local subcontracting: Foundation, masonry, plumbing, heating, wiring, carpentry to erect, linoleum, sheet metal work.

Delivery time: All orders handled on build-er-program basis.

Time required to erect house: 240 man-hours and up. Five- or six-man crew required.

Number of basic floor plans: Eight. All may be built with or without basement.

Price range: \$7,700 to \$24,000, exclusive of lot.

Minimum order requirement: Franchise builders must build one house per month.

Dealer qualifications: Building and sales experience, financial stability, good local standing.

Financing arrangements offered to dealer: All financing handled locally.

Special equipment required to erect house: None.

Pemberton Lumber and Millwork Industries, Inc.

Pemberton, New Jersey.

Trade area: From Northeast States south to Virginia and west to eastern half of Pennsylvania.

Local subcontracting: Excavating, masonry, plumbing, heating, electrical, floor and wall tile, finish painting.

Delivery time: Between two and three weeks.

Time required to erect house: Two carpenters and four laborers can erect average two- or three-bedroom house, including all exterior finish and interior rough carpentry, in approximately 16 to 24 hours per man. The interior finish, including flooring, takes two men about 16 hours each.

Number of basic floor plans: Eight.

Price range: \$5,550 to \$35,000, with lot.

Minimum order requirement: None. However, there's a sliding scale price arrangement that applies to quantities of ten houses or more.

Dealer qualifications: Must be in position to conduct a profitable business and to protect buyer.

Financing arrangements offered dealer: Assistance in arranging mortgage and construction loans. Delay of payment on houses until such loans have gone through.

Special equipment required to erect house: None.

Penobscot Cabin Company

Box 100, Camden, Maine.

Trade area: 600-mile radius.

Local subcontracting: Finish, plumbing, lighting, heating.

Delivery time: Three weeks.

Time required to erect house: Four men can erect average Penobscot cabin or house in two weeks.

Number of basic floor plans: Customer is encouraged to draw his own.

Price range: \$1,200 to \$25,000.

Minimum order requirement: None.

Dealer qualifications: No special qualifications required for dealers.

Financing arrangements offered to dealer: None.

Special equipment required to erect house: None.

Richmond Builders, Inc.

425 N. W. K. Street, Richmond, Indiana.

Trade area: 500-mile radius.

Local subcontracting: Plumbing, heating, electricity.

Delivery time: Require 30-day advance schedule with 5-day delivery after firm order is received.

Time required to erect house: Experienced five-man crew erects and completely encloses any Erecto home in about 40 hours.

Number of basic floor plans: Eight. More available through modular construction.

Price range: \$8,500 to \$17,500 retail.
Minimum order requirement: None.
Financing arrangements offered dealers: In most localities, construction and mortgage money.
Special equipment required to erect house: None.

Semico, Inc.

Seney, Michigan.

Trade area: 700-mile radius.
Local subcontracting: Foundation, plumbing, wiring, plastering, finish painting, carpentry.

Delivery time: About two weeks.
Time required to erect house: About two weeks for a crew of five men (not counting subcontracting time).

Number of basic floor plans: 50. Will build to any plan.

Price range: \$6,500 to \$35,000.

Minimum order requirement: None.

Dealer qualifications: Experience, reliability, and must build one model.

Financing arrangements offered to dealers: None except assistance with local financing.

Special equipment required to erect house: None.

Southern Mill and Manufacturing Company

Tulsa 1, Oklahoma.

Trade area: 1,000-mile radius.

Local subcontracting: Wiring and plumbing.

Delivery time: Usually two weeks. For special jobs may be as little as three days.
Time required to erect house: 226 man-hours to erect a two-bedroom house. Five men make excellent crew.

Number of basic floor plans: About 20.

Price range: Basically, \$4,600 to \$8,700; this figure subject to modification depending on customer requirements.

Minimum order requirement: None. Often sell single jobs.

Dealer qualifications: No dealer organization. Most houses sold to industrial concerns for company housing.

Financing arrangements offered to dealer: None.

Special equipment required to erect house: None.

THYER MANUFACTURING CORPORATION

(See page 69) 2857 Wayne Street, Toledo 9, Ohio.

Trade area: All states east of Mississippi River plus Iowa, Missouri, Arkansas, Louisiana, Texas, Oklahoma.

Local subcontracting: Foundation, wiring, plumbing, heating.

Delivery time: Two weeks

Time required to erect house: 150 to 225 man hours. Crew of six men required first day; after that, three men.

Number of basic floor plans: 14 — seven basement plans; seven non-basement.

Price range: \$7,500 to \$12,000 exclusive of lot.

Minimum order requirement: None.

Dealer qualifications: Sell to established builder-owners, not to individuals or distributors. Standing in community is of major importance, size of financial statements secondary.

Financing arrangements offered dealers: Help in obtaining bank loans, FHA, or VA.

Special equipment required to erect house: A small dolly is helpful in moving panels into position, but not absolutely necessary. This dolly is part of delivery truck's equipment and is not furnished by the builder.

UNIT STRUCTURES, INC.

(See page 70) Peshtigo, Wisconsin.

Trade area: 600-mile radius.

Local subcontracting: Dealer must have complete building organization at his disposal.

Delivery time: Four to six weeks.

Time required to erect house: Three weeks, ready for occupancy. Crew of six required.

Number of basic floor plans: 25.

Price range: \$11,000 to \$18,000.

Minimum order requirement: None.

Dealer qualifications: Must have complete building organization, plus financial responsibility.

Financing arrangements offered to dealer: Offer special interim arrangement on project. Otherwise sales department assist in obtaining local financing.

Special equipment required to erect house: None.

West Coast Mills

555 State Street, Chehalis, Washington.

Trade area: States west of Mississippi River and Indiana, Ohio, Michigan, Wisconsin, and Illinois.

Local subcontracting: Foundation and masonry, finish flooring, painting, heating, plumbing, wiring, final roofing.

Delivery time: 30 days.

Time required to erect house: 100 to 189 man hours.

Number of basic floor plans: Eight — with 45 exterior variations.

Price range: \$5,000 to \$13,500 complete.

Minimum order requirement: Minimum order depends upon maximum carload lots and usually runs four houses per car. Locally, minimum order is one house, which can be handled nicely on trailer.

Dealer qualifications: Must be operative builder.

Financing arrangements offered to dealers: An arrangement that enables builder to pay for package 15 days after arrival. Thus he can get house up and secure standard financing.

Special equipment required to erect house: Recommend use of truck crane, though this isn't absolutely necessary.

NATIONAL REAL ESTATE SECTION

AAA-1 rated Chain will lease or buy 35 to 60 ft. frontage suitable for a Jr. Dept. Store in 100% area of cities 25,000 to 75,000 anywhere. Edw. Mitchell, 276 5th Ave., New York.

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 7 TO 10 DAY DELIVERY
 "WE SIGN THE NATION"
ACTIVE DISPLAY ADV.
 1702 W. 19th ST., CHICAGO 8, ILL.

Merchandising Ideas

(Continued from page 46)

Thirty days after the purchase is made, arrange with the home owner to have a photographer take a set of pictures covering various rooms of the home, an over-all shot of the outside, and, if possible a group scene of the family in their new dwelling. Give a copy of each photo to the new owners with your compliments, then place the others in your show window under the title, "Our Happy Home Owners."

To introduce home buyers to its nearby shopping center and to build goodwill, Carroll, Hedlund & Associates, Seattle, gives each home buyer \$200 worth of certificates for free meals, drugs, car washes, groceries, movies.

Newspaper Advertising

Work out an agreement with sellers that you will advertise their property a certain number of times. After that, you will match advertising money with them. This helps in getting sellers down to realistic price.

Give your advertising a personal touch. Don't be afraid to editorialize on matters within your scope. You might get out a series of blotters, for instance, with brief messages printed on them on such subjects as "Better Returns from Rental Property," "A New Trend in Housing," "Public Housing — Does It Pay?" and so on. Or you could produce a monthly mailing piece consisting of an informal "chat" of this sort. Or carry your editorializing into newspaper advertising. If your messages are thoughtful and well written, they can do a lot to increase your standing as a real estate expert.

Reginald Atthowe of Berkeley, California, believes that classified ads should describe properties less attractive than they actually are to build prospects' confidence. Atthowe says too many readers of ads are otherwise disappointed when they actually see the property.

You can build goodwill and get prospects at the same time by offering specials during holiday seasons. For example, during the Christmas season offer a "Santa Claus Special" in the classified section of your newspaper every evening between November 24 and December 23. List as specials those homes that are real bargains and that are of the type which will be eagerly snapped up and those who desire a home of their own.

Develop a *theme* that you can repeat in your advertising again and again until it becomes identified with your firm. A brief, convincing, perhaps catchy slogan is all you need. "Quick-Action Realtors" or "We're never satisfied until both buyer and seller are" or something like that. It should be reasonably original, distinctive and dignified.

Three brokers banded together, pooled their advertising expense, and now run a six column ad in the classified section of the newspaper at least once a week, usually Sunday. The ad explains that buyers can purchase any property with a star in front of it



REAL ESTATE brokers throughout the land find their listings sell *faster* when identified by distinctive signs created by the Sign-O-Graph Co. Designing sales-compelling signs has been our specialty for 35 years . . . our slogan is "More Sales through Better Signs at Less Cost to You."

If your sales are lagging behind, perhaps it is time to consider a fresh approach to your signs — write us today for complete price lists.



"The Twirler"

A new, sensational attention getter that's taking the country by storm. Revolving sign has "Open" on one side, "For Inspection Today" on the other. Slightest motion of air turns it. Size 22"x7", silk screen processed in red and yellow Day-Glo and blue. Mounted on 4' pointed 1" diameter wood dowel. Minimum order 6. Package of 6 — \$19.80; package of twelve — \$34.80.



Cardboard Signs

27c ea. lots of 100

Distinctive, screen processed, 8 ply 14"x22" top quality signs. Two colors on white. Your design or trademark. Write today also for special prices on cardboard sign and metal sign combination orders.

Sandwich Signs

Made with painted sturdy wood frame and legs with two 22"x28" 30 gauge metal, screen processed signs on either side. Hinged to allow spreading—chain regulates spread. Use it to spot light property held open for inspection. Minimum order 4 signs.



Highway Signs

In 3 popular sizes . . . 2'x3', 3'x4' and 3'x69". Silk screen processed in your choice of 2 colors on white baked enamel, 26 gauge metal mounted on 1 1/4"x3" painted wood frames. Minimum order 4 signs, attractive prices.

All orders cash with order or C.O.D. F.O.B. Rochester, N.Y.

Sign-O-Graph Co.

633 Hudson Ave., Dept. 62, Rochester 21, N.Y.

from any one of the three brokers. The brokers agree that they will list with each other all exclusive listings after the listing broker has first had 15 days to effect a quick sale.

Prepare a distinctive signature of your company's name. Use it consistently for all newspaper advertising, signs, billboards, letterheads, so that the public will come to recognize the name at a glance from the design.

At the end of the year or on a company anniversary, run a display ad in your local newspaper picturing the various members of your company. Copy can point out volume of sales during the year.

Radio Advertising

One broker sponsors a weekly radio program called, "Meet the Suburbanite." He chooses a typical suburban family to be interviewed each week. Everyone from Junior to Grandma is heard discussing what he or she likes about living in the suburbs. Family members discuss their hobbies, sports interests, community activities. Also presented is news about activities and developments in that suburb. Between news notes and recorded music, the announcer presents news of real estate offerings in suburban areas.

Here's another way to give helpful tips to the householder. Buy five minutes of time three to five

times each week on a local radio station and suggest ways to remodel the attic, or how to fix that leaky faucet, or how to repair that broken door. Urge listeners to submit hints they have found helpful. Entries will become a prospect list. During the commercial point out that almost every home needs a wee bit of remodeling and that nearly every man likes to putter about the home. Then advertise properties that need repair but are worth the money for the right person.

A "Wake Up and Live" radio program works well for a western real estate company. A musical selection is played on the five-minute program and a dozen listed homes are briefly described. Listeners are urged to inspect these homes immediately. Individuals may dedicate musical numbers to other persons if they send their names and addresses. The names can serve as a mailing list.

Here's an idea for getting listener interest in your radio advertising. Sponsor a "Junior Hobby Time" about three times each week. Interview a boy or girl with an unusual or interesting hobby. Invite young people in the community to write the nature of their hobbies on a post card and send it in. If any look interesting, have that person on your program. During the commercial, list the number of new and old homes which have excellent facilities for the younger generation.

One broker sponsors a radio program each noon giving a resume of the community's social gatherings for the coming afternoon. The program reminds

ATTENTION REALTORS

WE INVITE YOUR COOPERATION IN THE SALE OF THE FOLLOWING PROPERTY

One of CALIFORNIA'S highly developed, diversified fruit growing and processing operations is for sale for the first time since present management developed property in 1915.

1300 acres rich, irrigated bottom land in a Central California valley. 900 acres of oranges, prunes, pears, peaches, almonds, and olives. Also cotton, alfalfa, truck and seed crops. Abundant water at low cost. Exceptionally favorable climate.

Two packing houses on property process products under own brands, well known in U.S. and foreign markets.

Improvements include mercantile store, 3 modern owner's homes, 2 swimming pools, complete machine shop, ranch warehouses, and ample housing for personnel.

PRESENT OWNERS WILL LEASE PROPERTY BACK, GUARANTEEING GOOD RETURN ON INVESTMENT, RETAINING EXPERIENCED ORGANIZATION AND ASSURING EFFICIENT OPERATION.

Price, in the neighborhood of two million dollars, is supported by substantial annual net earnings.

For complete information, contact

HARRISON R. BAKER c/o DAVIS-BAKER COMPANY

393 East Green Street, Pasadena, California

Phone: Ryan 1-7166

or

FLEISHER & SPAIN, SCOTIA, CALIFORNIA

Phone: Rio Dell 23

P.S. This property should interest prominent eastern produce merchants, fruit processors and large individual investors.

housewives not to miss important social functions. It drives home the point during the commercial that a home is necessary in which to entertain suitably. Then follows a listing of homes which are especially roomy and well-suited for entertainment.

Listing

Make sure your salesmen are acquainted with every listing that comes into your office. Charge a salesman \$1 for each listing he doesn't inspect. Put the money into a fund for a company party.

As soon as you have sold or listed a property, immediately canvass the neighbors by phone to give them the information. Many of them may want a friend or relative in the neighborhood and will suggest a buyer. Others may give you leads to more listings.

Take a measuring tape along when you inspect a property. Measure every room, asking the owner to hold the other end of the tape. It's another way of impressing the owner of your thoroughness.

If you've listed a used property that might be considered a white elephant, you can make your selling job easier by having an architect sketch the remodeling possibilities. This will help your clients visualize what could be done with the property.

A New Jersey realtor keeps a record of listings on a control board in such a way that a red danger signal lights when the number of listed homes in any section decreases. The board tells him to put forth extra effort to balance his offerings by getting new listings in that section.

On a house in an FHA approved district, it is often worthwhile to invest in a preliminary appraisal in order to get the owner to set a realistic sales price.

If you want listings, arm your salesmen for a door-bell pushing campaign. Give them small thermometers, telephone pads, fingernail files, combs, key tags. If they have one of these items in their hand ready to give to the person answering the door, they will get better response, especially from owners of property in the lower price bracket.

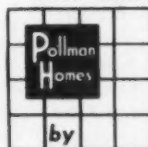
When an owner has set a price that is too high, don't expect him to take just *your* word that it should be lower. Arm yourself with a scrapbook in which you have pasted real estate trend reports, records of sale prices for comparable property, newspaper ads in which the owner or broker has reduced his original price, reports from title companies, business surveys, and other items that will be a thousand times more convincing than anything you could say.

An office girl for Parker Realty Company, Flint, Michigan, clips all newspaper ads each day of owners who are trying to sell properties themselves. Each owner is sent a telegram soliciting the listing of his property. The company also hires a telephone solicitor by the month who does nothing else but call every person listed in the telephone book and solicit listings. The company finds that it is profitable because one or two leads a day can be obtained.



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For New and Remodeled Homes



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When drawing up plans for homes, utilize the wasted attic space which can be used as storage space, a playroom, or an extra bedroom by specifying a WEL-BILT Fold-a-Way Disappearing Attic Stair. It can be folded up in the ceiling when not in use; thus utilizing valuable space in the house that a permanent stair would occupy. WEL-BILT Fold-a-Way Stairs can be installed in bedrooms, in kitchens, and in small homes at a very nominal cost.

Investigate today the added profit potential in installing Wel-Bilt Disappearing Stairways in your next job!

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Your sign represents *you*, so make sure it reflects quality. Be certain that it has the prospect-pulling ingredients that make Setlich Sign the favorite with real estate men and women everywhere.

For Signs That Sell — See Setlich

WRITE OR CALL REPUBLIC 8841
SETLICH SIGN COMPANY
1300 S. LAKELEDE STATION RD., ST. LOUIS 19, MISSOURI

Tax Facts

By BERT V. TORNBORGH

IMPROVED TRACT OF LAND was subdivided by a taxpayer in order to promote sales to contractors, rather than to individual buyers. The tax court did not consider him a dealer, ruled profits were capital gains and not ordinary income.

CONSTRUCTION WORKER WAS ABROAD, bought felt boots for use on the job, deducted the cost as necessary expense. The tax court did not approve, saying the boots were part of his general winter clothing.

UNIMPROVED FARM LAND was sold by the county to satisfy unpaid taxes. The court decided that the owner suffered a capital loss.

FAMILY PARTNERSHIP WAS APPROVED by the tax court in a case where the taxpayer's wife aided him in getting credit, and therefore was a bona fide partner in a housing project.

A FARM WAS HELD primarily for the taxpayer's pleasure, found the tax court, but a fact was that he also used it to entertain some of his clients. Therefore, a deduction for farm losses was allowed, pro rated on basis of business and personal outlays.

AN OFFICE BUILDING was the subject of extensive alterations such as removing sections of a wall and part of the roof, placing a cement pier, adding to the superstructure, replacing termite-infested floor with cement floor, building new marquee, and so forth. Of the contractor's total cost, the taxpayer claimed some 80% as repairs in the tax year in which the work was done. Treasury disallowed all but \$1,000, said the remainder should be capitalized. On the record the Tax Court found it impossible to differentiate between capital and repair items, upheld the Treasury stand. Moral — keep adequate and detailed records to support your claims.

TAXPAYERS WITH NO BOOKS or generally inadequate records should not delude themselves that they are "making it tough" for the Treasury to determine where they stand, taxwise. They are merely giving themselves a hard time.

This is so largely because under Section 41 of the tax law the Treasury is empowered to compute a taxpayer's income in such manner as in its opinion clearly reflects the income. Unexplained bank deposits may be construed to be income and taxed, unless the taxpayer proves otherwise.

A method often used and as often upheld by the Courts is by reference to the increase in a taxpayer's net worth during any one tax year.

A taxpayer whose income is entirely from rendering personal services or from farming is exempt from the requirement of keeping books but he too, if it looks like he received more than he reported, will have to explain and perhaps have the Treasury "reconstruct" his taxable income for him.

REPAINTING OF BUILDING gave rise to deductible business expense, ruled the tax court. But, in the same case, it disallowed deduction for architect's services in connection with putting up an addition to the building. This latter was capital outlay, to be added to the building cost.



Wheeler Nickell, owner of his own real estate and home building company in Ashland, Kentucky, is a veteran of 38 months in the Marine Corps, 28 months of which were spent in action in the South Pacific. After release from the corps and serving as administrative assistant to Senator W. A. Stanfill for 18 months, Mr. Nickell returned to Ashland to open his own real estate office. He is serving his third year on the board of directors of the Kentucky Real Estate Association and is vice president of the Ashland Board of Realtors. He is also a correspondent for the Franklin Title and Trust Company

"There is no more valuable asset to my business than the privilege of sponsoring Perfect Home Magazine"

Says Realtor-Builder Wheeler Nickell

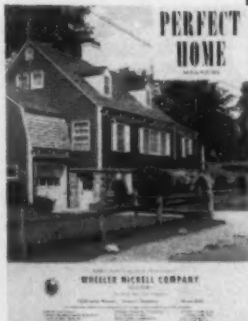
PERFECT HOME Magazine is the best means I have found of building the confidence and valuable influence of the outstanding people in Ashland," says Wheeler Nickell of Ashland, Kentucky. "The magazine lends support morally and materially to the planning, developing, and creation of future homes in our city. There is no more valuable asset to my business than to have the opportunity and privilege of sponsoring PERFECT HOME."

Mr. Nickell's enthusiasm for PERFECT HOME is shared by leading real estate, home building, and home financing organizations throughout America. These leaders realize that success in the long pull depends largely upon the confidence, prestige, and goodwill they build each day.

Building that confidence, winning friends and boosters among the important people of a community — the people whose opinions are respected — is the job of PERFECT HOME Magazine. It is like a personal call, going into the homes of these key people as the sponsoring group's own publication. It attracts maximum reader interest by sparkling photographs and copy showing what is new in home design, construction, decoration, and equipment. It connotes quality, fair dealing, high ethics, and the "home idea" for the organization holding the exclusive franchise in that community.

Through the PERFECT HOME Plan, the cost of this monthly goodwill builder is only nominal. Cost of editorial preparation is spread among its users in every section of the nation. Local reproduction and mailing costs are in turn shared locally among selected, leading firms. These co-sponsors thus combine collectively to encourage home ownership.

A limited number of exclusive, annual, renewable franchises for Perfect Home are still open in certain communities to firms of unimpeachable reputations. If you are interested, please address your inquiry to



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Among Ourselves

Now that the "national emergency" of the past 11 years has been terminated, home-owners with an FHA-insured mortgage who want to pay off ahead of time must pay a small penalty. This takes effect July 1, but doesn't apply where prepayments don't exceed 15% in any one year or where the customer takes out a new FHA loan as large as the original.

The marriage rate is going up, says the Bureau of the Census, and with the increase in households comes the need for more homes. The report shows there are 25% more married people now than in 1940.

A builder's warranty provision has been included in the new Bill of Rights for Korean GI's. The builder is required to certify that any new government-financed house sold to a Korean veteran meets specified standards and any defects will be corrected within one year.

Excellent land planning and community development can be found in small towns as well as large cities. NAHB presented its first 1952 Merit Award for land planning to Allen Stamm & Associates for developing a 53-acre subdivision of 200 homes in Farmington, New Mexico, a town of 6,000.

Metropolitan New York's air crashes have given rise to the popular opinion that property near an airport is undesirable. "Not so," says George L. Schmutz, Los Angeles appraiser. He reasons that chances for damage depend not only on direction of flight but also angle of flight, so nearby houses may not be exposed to as much damage as those farther away.

Builder Paul A. Dawley of Rochester, New York, found that newspaper ads can be too successful. He constructed a prefabricated home for demonstration on a long one-way, semi-circular drive, then bought display space in two local papers. The turnout was so great that neighbors, irked by the traffic and crowds, obtained a court order for Dawley to close the house.

Tenants can move in rent free from June 1 to September 1 in New York City's fashionable new apartment building, Sixty Sutton Place South. Herbert Charles & Company, Inc., rental agent, gives these reasons: provides a courtesy period during which the tenants can set up their new home, eases the burden in case tenants have a present lease, and enables all tenants to start their lease term on an equal footing.

Student Hubert Kelley, Kansas City, won \$500 by taking top honors in Urban Land Institute's J. C. Nichols Foundation awards. His prize-winning essay dealt with how Kansas City and Winnipeg, Canada, attempted to rehouse flood evacuees.

One of the interesting sidelights about Realtor Charles Noyes of New York, pointed out in the May 17 issue of *Saturday Evening Post*, is his uncanny judgment of people. Back in 1942, John Fox (now a multi-millionaire) wanted to sell his quarter interest in an uptown office building to Noyes for \$15,000. Fox needed the money to stay in business. Instead of buying, Noyes loaned Fox \$10,000 at 1% interest, told him to keep the building, that it would be worth a million. Fox later sold the building for \$1 1/2 million. Needless to say, Noyes has a good customer.